



VOGUE

incorporating
VANITY FAIR

YOUNGER GENERATION—
FASHIONS FOR LIMITED INCOMES
MAY 1, 1936
PRICE 35 CENTS



Brighten the corner where you are



IT ISN'T too late (certainly not!) to add a fresh, gay, new-season look to your living quarters. Not if you recognize that a person's bathroom is at once intimate and revealing, much like a diary but more often seen . . . and therefore deserving of special, frequent, determined fixings.

And, not if you drop around to your own shopping center and handle some of the latest Cannon towels. Their colors will match or minister to any mood you may be having.

Their styles will give your sanctum a trim, redecorated air. And their gentle, efficient skill in action will delight your physical self, top to toe. In a word, they're Triple Thrillers!

Of course, you've realized all this, vaguely. But you may not quite know how

tremendously much you can buy in Cannon towels now for a very, very little money. Cannon values are always news, and good news—since they stay well ahead of the nearest next-bests. Right now they're BIG NEWS. So, won't you set aside a small sum real soon and give it this chance to wonder-work! . . . Cannon Mills, Inc., New York City.

GOOD NEWS—about styles, colors, qualities, prices. The towels shown above, in bath sizes, cost 59c, 79c, \$1 each. Other winners by Cannon—29c to \$1.50.

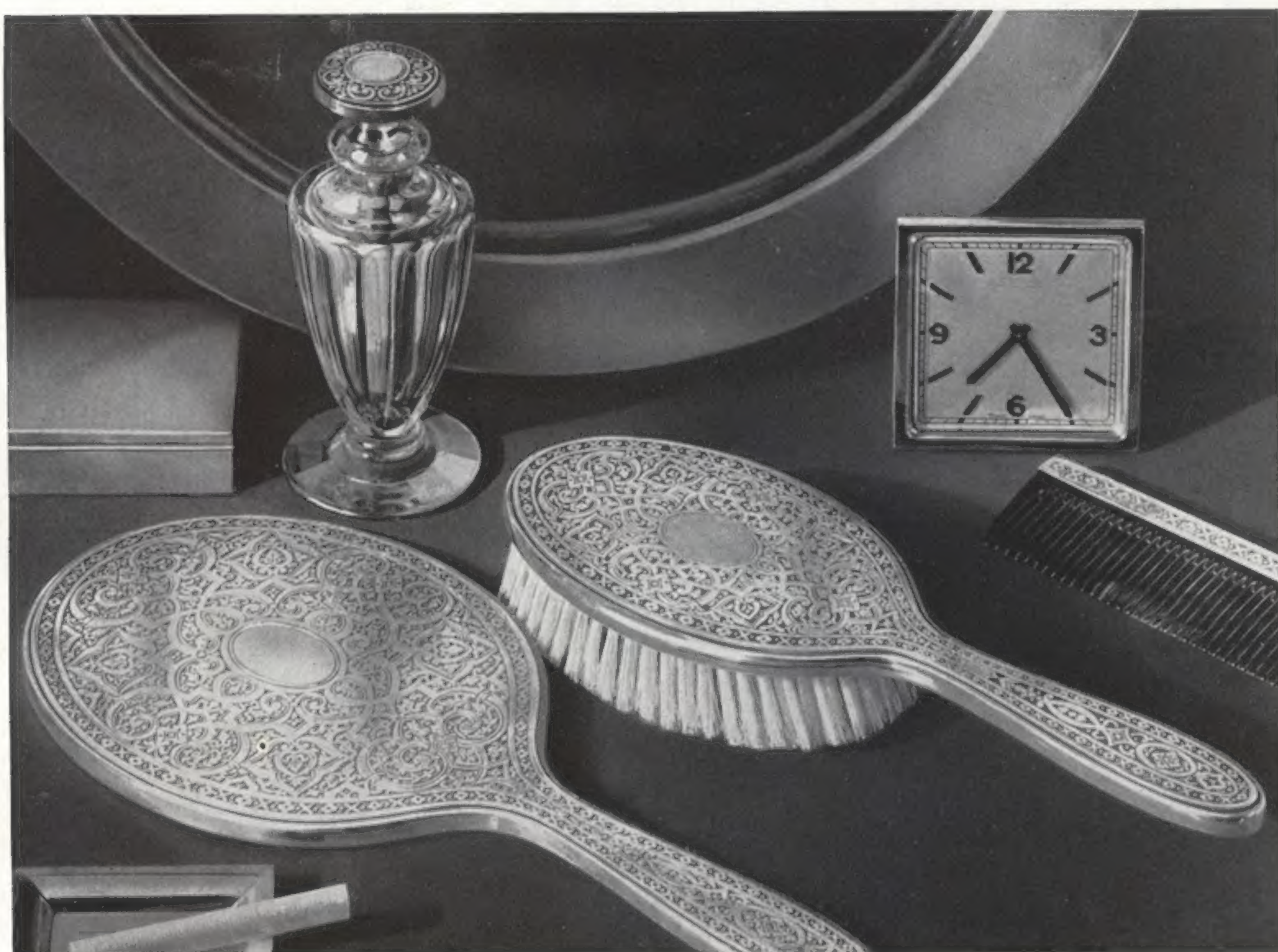
Cannon

TOWEL TALK NO 11

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

FIFTH AVENUE & 37TH STREET, NEW YORK



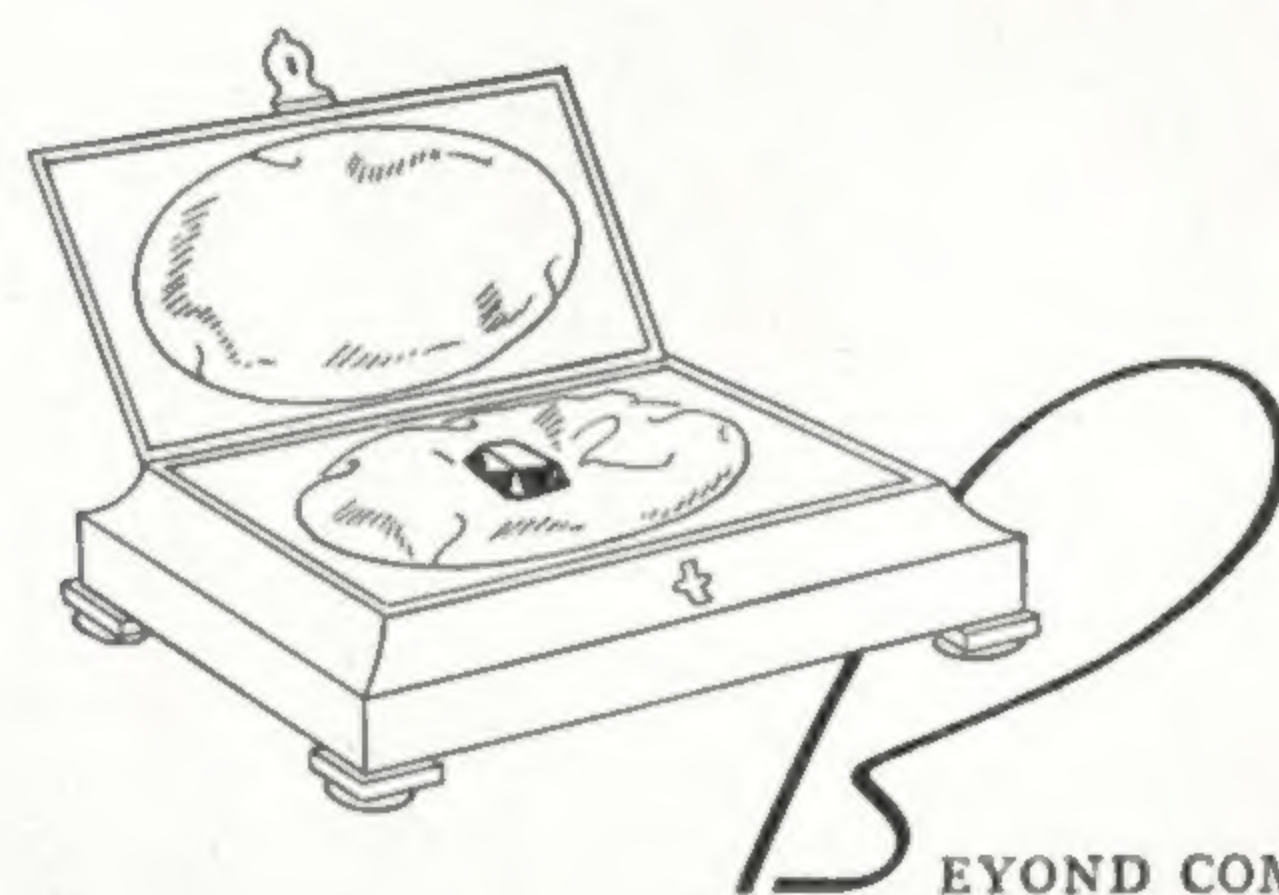
STERLING SILVER, CIRCULAR EASEL MIRROR \$82, CIGARETTE BOX \$16.50, ASH TRAY \$3, TOILET ARTICLES WITH ETCHED DECORATION, HAIR BRUSH \$24, HAND MIRROR \$29, COMB \$13.50, PERFUME BOTTLE \$16; CHROMIUM-PLATED CLOCK \$36

MODERATELY PRICED MERCHANDISE
OF TRADITIONALLY FINE QUALITY

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

Like a Rare Jewel

A FROMM SILVER FOX IS BEYOND COMPARE A POSSESSION TO BE PROUD OF



BEYOND COMPARE! That's

how fur connoisseurs describe those rare, stunning silver foxes identified by the Fromm Medallion. Beyond compare—because of their flawless perfection . . . their silvery brightness . . . their richness of texture . . . their pure, exquisite color . . . their luxurious fullness of fur.

Twenty-seven years of scientific breeding by Fromm have produced these true aristocrats of silver foxdom. To the woman of fashion and taste who owns one, a Fromm Pedigreed Silver Fox is a source of deep satisfaction—a possession to be proud of.

When you go to purchase a silver fox garment, look for the Fromm Medallion sealed to the nose of the fox. It denotes an authentic Fromm Pedigreed Bright-with-Silver Fox. The ultimate in style and beauty! FROMM BROS., INC., *Hamburg, Wisconsin.*

KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY

This medallion is sealed to the nose of every genuine Fromm Pedigreed Fox. To



receive the pedigree of the silver fox you purchase, mail the medallion to Fromm.

FROMM

Bright with Silver

PEDIGREED FOXES

FEATURED BY FOREMOST DESIGNERS
SOLD BY THE FINEST STORES

DESIGNED BY VIONNET

BEST & CO. ● FIFTH AVE. ● GARDEN CITY ● MAMARONECK

EAST ORANGE ● BROOKLINE ● JENKINTOWN ● ARDMORE

Culottes



ARE THE FASHION

6.95

The comfort of trousers, the grace of a skirt — that's what the culotte costume offers. By all odds the most important sports fashion of the year, no well-planned Summer wardrobe will be complete without them. The model pictured was launched by Best's and its success is largely responsible for the current culotte vogue. White or pastel linen with contrasting gypsy kerchief and sash. The colors include pink, aqua and yellow. Two piece. Sizes 12 to 20.

Mail orders filled.

BEST
&
CO.

FIFTH
&
AVE.

Smooth sailing



HURRELL



J. W. Robinson Co.
Los Angeles

No matter where you're going . . . a cruise to Catalina . . . Pebble Beach . . . Balboa . . . Samoa . . . to nowhere, it's always fair weather with sea-going togs from Robinsons'. For the less venturesome, there's a distracting array of the latest beach innovations; and if you're mainland minded, clothes from Robinsons', as always, reflect the gay, glamorous life that is traditionally Californian.



PRINCE-PAAL

★ ★ *Harlequin Black*—net dance dress
with diamond-tucked bodice. Yards upon yards of net sway about your feet. And airy balloons top
long tight sleeves in the separate bolero. An original from our collection of spring party successes.

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET

DELIGHTFULLY FRIVOLOUS in CELANESE*



• Because they're refreshing and cool, because they're smart yet casual, these frocks are definite warm weather favorites. *Left*, Tailored frock with front lacing and boxy hip length jacket. *Center*, Striking dress with contrasting sash and jacket trimmed with yards and yards of new fashion spaghetti. *Right*, One piece frock, with tricky passementerie adding savoir faire to yoke, sleeves and pockets. Sizes 12 to 20. Featured in white and all new pastels. Frocks, left and center, 16.95; right, 14.95. Slightly higher in Canada.

Introducing . . . Elk-Skin Crepe, a Glendale fabric of Celanese* Yarn.

Elynor Fashions

NEW YORK, N. Y. RUSSEKS
BALTIMORE, MD. BLUM'S
BIRMINGHAM, ALA. PARISIAN, INC.
BOSTON, MASS. FILENE'S
CHARLESTON, S. C. KERRISON'S
CHATTANOOGA, TENN. MILLER BROS.

DALLAS, TEX. W. A. GREEN CO.
FT. WORTH, TEX. R. E. COX D. G. CO.
GREENSBORO, N.C. ELLIS STONE & CO.
GREENWOOD, MISS. W. T. FOUNTAIN, INC.
HUNTINGTON, W. VA. ANDERSON NEWCOMB CO.
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KNOXVILLE, TENN. MILLER'S
LOS ANGELES, CALIF. JACOBY BROS.
LOWELL, MASS. BON MARCHE
LUBBOCK, TEX. HEMPHILL, WELLS CO.
MASON CITY, IOWA BUTTREY'S
MILWAUKEE, WIS. GIMBEL BROS.
MINNEAPOLIS, MINN. FEATHERSTONE

MOBILE, ALA. REISS BROS.
NASHVILLE, TENN. CAIN SLOAN CO.
NEW ORLEANS, LA. MAYER ISRAEL & CO.
NORFOLK, VA. SMITH & WELTON
PASADENA, CALIF. THE NEWPORT
PEORIA, ILL. CLARKE & CO.
PHILADELPHIA, PA. GIMBEL BROS.
PITTSBURGH, PA. GIMBEL BROS.
PORTLAND, ORE. ROBERTS BROS.
RICHMOND, VA. MILLER & RHOADS
SHREVEPORT, LA. RUBENSTEIN BROS.
SPOKANE, WASH. THE PALACE STORE
TAMPA, FLA. VIOLA TODD SHOP

*Reg. U. S. Pat. Off.

For name of the store in your city, write Elynor Fashions, 225 West 34th St., New York City. In Canada—Sommers Bldg., Montreal



MOOD OF MAY IN AN OUTDOORS DRESS OF SILK KASHMIR WITH CHIFFON RANCH SCARF 55.00

The
Dress of
the
Month

REG

IN

Celanese*

Amcella



Pure white with a dash of color was never smarter . . . and the large embroidered dots emphasize the clear, cool dullness of its lovely Celanese* fabric. The dress repeats the Gibson Girl styling of the jacket. The skirt duplicates its pleated fulness in back. More evidence that the Dress-of-the-Month has caught smart America's point of view on Fashion. Featuring red, brown, or navy embroidered dots on white . . . Every dress made with a Nevagape Adjustable Placket. Sizes 12 to 20 and 11 to 17. Modestly priced at \$29.75.

* Reg. U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK





... FORTY-TWO EAST FORTY-NINTH STREET, NEW YORK CITY ...

"White's right,"

says **G. Howard Hodge**



DUFFY-COUNT de MIRO

HATS BY

G. Howard Hodge

• Dazzle your public with one of these enchanting big white hats by G. Howard Hodge, exquisitely fashioned by hand of strange new straws. Two are laden with cherries and apples in exclusive vegetable garden colorings; one is simply accented with a tailored band of dark grosgrain; and one poses, sombrero fashion, over a gay tri-color kerchief.

711 FIFTH AVENUE • NEW YORK



Forbath & Rejane

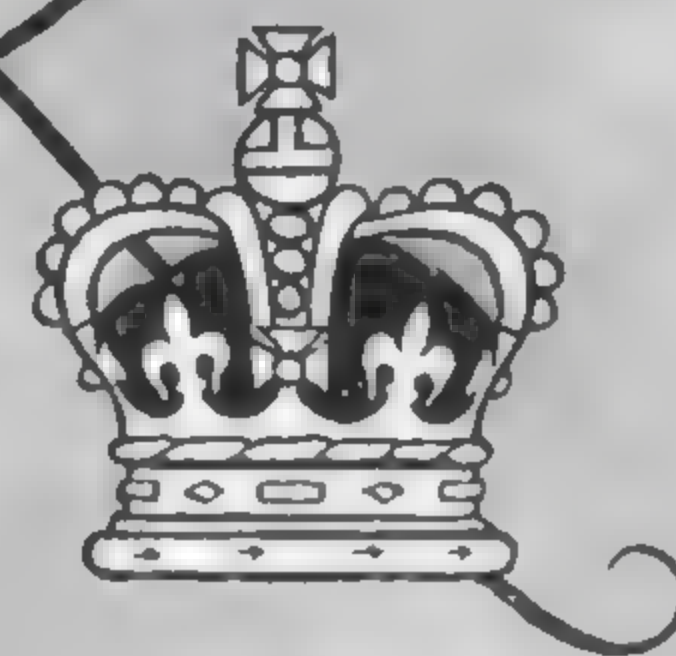
henri
Bendel inc

*Early Summer Night's Dream . . . a modern
creation in lace originated by Henri Bendel for immediate wear.*

TEN WEST FIFTY-SEVENTH STREET  NEW YORK

Presenting Royal Windsor

"In the Georgian Mood"



The beautiful Renaissance ornament of this new Sterling combined with its modern restraint adapt it perfectly to the present period of elegance. It is worthy indeed of its royal name.

By TOWLE
with unbroken craft traditions
SINCE 1690



FREE Pictures and prices of all TOWLE patterns with chart of preferred engraving suggestions.

NEW BOOK FOR BRIDES — only 10 cents "How to Plan Your Wedding and Your Silver" — tells what to do three months in advance, two months, six weeks, three weeks, last week, last day. Four pages for the groom. Emily Post and *Vogue* on sterling silver. Twenty-four fascinating pages. Very practical and a priceless record.

THE TOWLE SILVERSMITHS, Newburyport, Massachusetts
Bride's Personal Service — Dept. K-5

[] Please send me free folders, etc., especially on the

pattern.

[] I enclose 10 cents for your new book . . . "How to Plan Your Wedding and Your Silver."

Name, Street, City, State . . .

for those hot,
wilting days in town
... BLOOMINGDALE suggests

the sheer **DARK** dress
with the crisp **WHITE** bolero



"Mint Frappe"—shirred chiffon dress in navy, forest green or black with pert bolero and bow of tucked organdy. Sizes 12 to 18. **29.95**

The large straw hat may be ordered in navy, black, forest green or wine. **5.75**

"Water Lily"—dress of sheer crepe with Roman striped sash and a waffle pique bolero. May wine, black or navy. Sizes 12 to 18. **25.00**

The hat is our exclusive "Hook-N-Eye". Just a flat, washable bit of white pique that hooks miraculously into a hat **8.75**

Bloomingdale
N E W . . . Y O R K



PHOENIX HOSIERY

There's a proper thread weight for every occasion: choose 2 thread Phoenix Hose for evening, 3 thread for formal daytime wear, 4 thread for everyday, 7 thread for service or for active sports.

Marganza

a transparent black

which Jo Copeland makes
into a gown of sheer perfection.

Lavender and white lilacs

accent the girdle \$125.

From our new summer collections

in The After-Five Room,

Grand Salon, Sixth Floor.

**MARSHALL FIELD
& COMPANY**

CHICAGO



DOWN TO THE SEA IN CELANESE*

Cliptone
PRINTS
by GABAR

Swim Suits of
Cliptone Prints are
available in smart shops
throughout the country
including

LEADING STORES IN
NEW YORK CITY

and

ATLANTA, GA.
RICH'S, INC.

ATLANTIC CITY, N. J.
M. E. BLATT CO.

BALTIMORE, MD.
HUTZLER BROS. CO.

BOSTON, MASS.
WM. FILENES SONS' CO.

BUFFALO, N. Y.
FLINT & KENT

CINCINNATI, OHIO
THE JOHN SHILLITO CO.

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DAYTON, OHIO
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THE J. L. HUDSON CO.

EVANSTON, ILL.
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G. FOX & CO.

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L. S. AYRES & CO.

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NEW LONDON, CONN.
N. J. GORRA & BRO.

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BONWIT TELLER

PITTSBURGH, PA.
JOSEPH HORNE CO.

PROVIDENCE, R. I.
GLADDING'S, INC.

RICHMOND, VA.
THALHIMER BROS.

ROCHESTER, N. Y.
B. FORMAN CO.

ST. PAUL, MINN.
FIELD-SCHLICK, INC.

SAN FRANCISCO, CALIF.
LIVINGSTON BROS., INC.

WASHINGTON, D. C.
WOODWARD & LOTHROP

YOU can be equally chic in the water or lounging on the sand, for these dashing swim suits are fashioned of sleek jersey of Celanese with tiny raised designs of cameo sharpness. A fabric that will not shrink, stretch, or sag, and whose colors are guaranteed sunfast... Each suit is completely lined and finished with attached foundation shorts, and the colors are divine. They're priced from \$9.95 to \$12.95.

- A. Slim Princess model for young moderns. Bare to the waist and buttoned down the back. In Clipper-Dot Cliptone, in royal with white, white with royal, Indian pink with navy, aqua with wine, dusty pink with brown, Spanish red with white. Sizes 14 to 40.
- B. New adjustable shoulder buckles and smart bra fashioning at top. In Clipper-Dot Cliptone with bare back and buttons down the back. In the same colors as A.
- C. For women, a striking style with beautifully tailored details. Bare to the waist and buttoned down the back. In royal, dubonnet, navy, and black. Sizes 34 to 44. In Clipper-Dot Cliptone.
- D. Chevron tucking gives it slender charm. In jersey of Celanese with tailored belt. In royal, dubonnet, navy, and black. Sizes 36 to 46.
- E. Delightfully young halter suit in Cliptone Bubble design. Cartridge tailored bows on the front add to its chic. In royal with white, white with royal, Indian pink with navy, and aqua with dubonnet. Sizes 12 to 20.

The three-quarter hooded cape and the short hooded deck coat should be worn to contrast with the suit. In royal, white, dubonnet, and navy. Large, medium, and small sizes priced from \$8.95

*Reg. U. S. Pat. Off.

GABAR, INC. • 135 W. 36th St., NEW YORK

Martha Weathered • C H I C A G O



FROM A NEW COLLECTION OF FINE FASHIONS
IN "ACELE," THE ACETATE YARN OF QUALITY.

Moonstone Sheer



"ACELE" DEPARTMENT, DU PONT RAYON COMPANY, INC., EMPIRE STATE BUILDING, NEW YORK CITY

1936
TEXAS
1936

● The polka-dot scarf makes the new double collar. White with belt and scarf of navy, red, brown, or green print; maize or egg-shell with brown; blue with navy. Sizes 16 to 40. \$19.75

● Square scallops accentuated by square bone buttons. White with brown, navy or green polka-dot; maize, pink or egg-shell with brown; sky blue with navy. Sizes 16 to 40. \$19.75

SUN SPRAY . . . refreshingly new summer fabric, with a small jacquard pattern inspired by the shimmer of sudden rain against a Texas sun. Washable (guaranteed), cleanable (over and over), and perfectly amenable to the sleek, subtle tailoring that is so essential to personable sports clothes. Witness these two spectator dresses . . . exclusive with Neiman-Marcus in Dallas . . . and featured in honor of the coming Texas Centennial.

NEIMAN-MARCUS

DALLAS

THE CENTER OF FASHION AUTHORITY IN THE SOUTHWEST

Silver with a past... a present... and a future

• ANCESTORS don't have a look-in when a modern bride makes her decisions, except... when it comes to her choice of sterling. Then they often step right out of their picture frames and influence her.

In your own case now... if your forbears were plantation owners in the old South, haven't you a warm feeling for Georgian silver? Or if there's a New England ancestor in your background—probably you'll want Colonial silver for your own table.

To satisfy varying traditions of beauty, International Sterling presents the twelve patterns shown here. Each is a beautiful example of a fine period of design. Whichever one you choose will always be a credit to the excellence of your taste.

• Now is the time to buy—for sterling prices have been radically reduced.

Free book for wise brides—Send for our new book "Planning for Sterling." It gives a helpful scheme for acquiring a full service of sterling. Also pictures and prices of the silver shown here. Write International Sterling, Wallingford, Conn.



• Fine modern designs: *Empress* brings a classic motif up to date. *Continental* has the elegance of its perfect proportions. *Trousseau* originates a fascinating new motif.

• *Fontaine* is a graceful Louis XIV design. *Orchid* is a romantic modern. *Primrose*, richly carved—and pierced—brings back the spirit of the French Renaissance.



• Three Colonial designs by International Sterling: *1810*—a favorite Early American design; *Minuet*—inspired by an antique highboy, and lovely *Simplicity*!

• *Pine Tree* takes its motif from the Pine Tree Shilling. *Gadroon* is pure 18th Century English. *Wedgwood* was inspired by the pottery of Josiah Wedgwood.



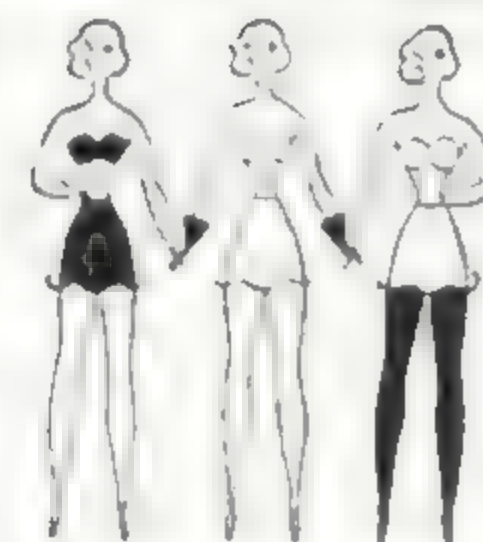
Kayser Fashion Pre-views

Stolen from the beach—new Summer Sleepers!



MARTIN BRUEHL

• Kayser's newest! For the first time—pajamas designed like beach togs—in sheer knit cotton, cool as a breeze! Grand for vacations. You simply swish them through the basin—no ironing. They come in luscious powder-puff pastels—peach, yellow, blue. Kayserette* Shortie, one-piece, 1.50. Halter-neck Pajama, one-piece, backless, 2.00. Other beach-like pajamas and gowns, 2.00.



KAYSER

**Underwear • Gloves • Hosiery
At All Smart Shops**

*TRADE MARK

Carolyn

CUTS DOWN UPKEEP



• Mainbocher's new dip-low-behind jacket

• Smart as a brisk sea breeze . . . "Sailor Boy"

• Pure silk coin dots over a one-piecer

All these dresses in Carolyn's 1936 collection are beautifully washable—every one Ivory Flakes tested! And Carolyn tells you how to wash them. The washing tag on each dress says: "Wash only in lukewarm suds of Ivory Flakes." Carolyn recommends pure, gentle Ivory Flakes because experience has proved them to be the safest soap for all fine fabrics

and delicate colors—keeps textures like new.

Make Carolyn's "Ivory-Washables" the backbone of your summer wardrobe. Finely tailored—expertly designed for active and spectator sports. Luscious colors. Thrilling new Celanese fabrics. And . . . think of the money they'll save you on upkeep!

—All dresses \$17.95.

BY GIVING YOU "IVORY-WASHABLES"



• Shell-tucks . . . fagoting . . . hand drawnwork for that "expensive" feeling

CAROLYN MODES ARE SOLD EXCLUSIVELY BY:

Arnold Constable Co. New York City, N. Y.
The Blum Store Philadelphia, Pa.

Rich's Atlanta, Ga.
Schleisner Co. Baltimore, Maryland
Burger-Phillips Co. Birmingham, Ala.
The Shepard Stores Boston, Mass.
The Mabley & Carew Co. Cincinnati, Ohio
The Fashion Co. Columbus, Ohio
A. Harris & Co. Dallas, Texas
Popular Dry Goods Co. El Paso, Texas
Foley Bros. Dry Goods Co. Houston, Texas

Pfeifer Bros. Little Rock, Ark.
John A. Brown Co. Oklahoma City, Okla.
The Shepard Stores Providence, R. I.
Hale Bros. Sacramento, Calif.
Hale Bros. San Francisco, Calif.
Hale Bros. San Jose, Calif.
Auerbach Co. Salt Lake City, Utah
Best's Apparel, Inc. Seattle, Wash.
Forbes & Wallace Springfield, Mass.
Crosby Bros. Co. Topeka, Kans.
Brown-Dunkin Co. Tulsa, Okla.
The Hecht Co. Washington, D. C.

And in 62 other stores from coast to coast. For the name of the store in your city write *National Modes, Inc.*, 128 West 31st Street, New York City.

New York.....Arnold Constable Co.
 Philadelphia.....The Blum Store
 Atlanta.....Rich's
 Baltimore.....Schleisner Co.
 Birmingham.....Burger-Phillips Co.
 Boston.....The Shepard Stores
 Cincinnati.....The Mabley & Carew Co.
 Columbus.....The Fashion Co.
 Dallas.....A. Harris & Co.
 El Paso.....Popular Dry Goods Co.
 Houston.....Foley Bros. Dry Goods Co.
 Little Rock.....Pfeifer Bros.
 Oklahoma City.....John A. Brown Co.
 Providence.....The Shepard Stores
 Rochester.....McCurdy & Co.
 Sacramento.....Hale Bros.
 San Francisco.....Hale Bros.
 San Jose.....Hale Bros.
 Salt Lake City.....Auerbach Co.
 Seattle.....Best's Apparel, Inc.
 Springfield.....Forbes & Wallace
 Topeka.....Crosby Bros. Co.
 Tulsa.....Brown-Dunkin Co.
 Washington.....The Hecht Co.

And in 62 other stores from coast to coast. For the name of the store in your city write NATIONAL MODES, INC., 128 W. 31st Street, New York City.



All coats in
 sizes 12 to 20
 \$19.75



Carolyn

COATS IN BOTANY WHITES

This year you'll wear your white and pastel coats much shorter. You may have puffed sleeves or prefer them wide and straight. You may want your collar high, notched or in tuxedo style. So Carolyn gives you variety knowing that whatever you choose will have lasting distinction in a Botany Nubby Worsted or lightweight Botany Fleece. Tailored to Carolyn standards by Swansdown.

Botany Worsteds

BOTANY WORSTED MILLS, PASSAIC, N. J., NEW YORK SHOWROOMS, 1450 BROADWAY



V-8 Is The Mark Of The Modern Car

The Ford is an exceptionally good choice for the woman motorist because it is so dependable and easy to handle. That has always been so. These days there is still another reason for its ever-widening popularity—it is a thoroughly modern car. The Ford is as up-to-date in performance, comfort and safety as in appearance and appointment. Here are some modern features of the Ford . . . V-8 ENGINE (fine-car acceleration, power and smoothness—increased motoring enjoyment). . . . CENTER-POISE RIDING (greater comfort, front and rear—you ride near the center of the car instead of over the axles). . . . SAFETY GLASS all around at no additional cost (an important reason why the Ford is such a safe car to drive). . . . NEW STEEL WHEELS (distinctive design—large hub caps—big six-inch tires). . . . COMPLETE LINE OF BODIES (seventeen types, including new Convertible Sedan with trunk, illustrated above). . . . It's altogether modern, this alert, spirited Ford V-8—in a class by itself because of many exclusive features.

FORD V-8 FOR 1936

\$25 A MONTH, WITH USUAL DOWN-PAYMENT, BUYS ANY NEW FORD V-8 CAR ON NEW UCC ½ PER CENT PER MONTH FINANCE PLANS



This smart Girdle is closed to smooth trimness by the Talon fastener in convenient side application.

MODERN GIRDLES SLIP ON WITHOUT EFFORT

**... New garments go on easily,
tailor to perfect fit, because
of the **TALON** fastener**
Reg. U.S. Pat. Off.

For the smoothest, trimmest lines a girdle can give, choose modern garments with the Talon-fastened closing. You'll find these girdles go on with ease—then tailor to perfectly smooth fit.

For the Talon closure is continuous, fastens girdle openings to sewed-seam smoothness. You slip into your garment as easily as you put on a frock. Then, give

a swift pull on the fastener. Quickly it closes into place, then locks automatically and stays fast against strain.

Wrinkles and bulges are erased—your figure flows in lines of new beauty. For the fastener that closes so easily—makes possible garments that fit more trimly.

Talon-fastened garments are almost unlimited in variety of types for every occasion and figure need. You'll find a wide selection awaiting you, at the better shops, everywhere. Hookless Fastener Company, Meadville, Pa. New York, Boston, Philadelphia, Chicago, Los Angeles, San Francisco, Seattle, Portland.

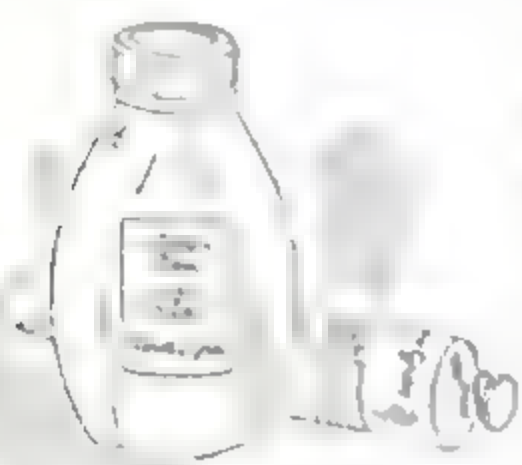


The specially designed TALON corset fastener is the only slide fastener with automatic lock. Lift the pull tab and it opens easily. Let go and it locks securely.



Sun Control

She regulates the sun to get just the right shade of fashionable tan . . . and so can you! Control your tan by the amount of *Dorothy Gray Sunburn Cream* you use. A thin film filters out the burning rays, lets you tan deeply and evenly without homely redness or painful burning. A generous coating keeps you creamy fair. *Dorothy Gray Sunburn Cream* isn't messy, as other sunburn preparations are, for it's non-greasy. It is the original burn-control sun cream, famous through many years of repeated use at smart resorts. Get a bottle, and flirt with the sun to your heart's content! In a generous sized bottle or tube, \$1.



Hot Weather Face Powder

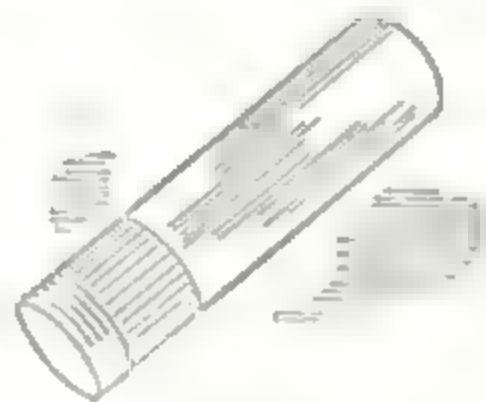
Here's the perfect face powder for warm weather. So feathery fine, it never turns pasty.



So gauzy sheer, it makes you look youthfully unpowdered, as you should with Summer clothes. It is *Dorothy Gray "Transparent" Salon Face Powder*. Get it in the Suntone shade to forecast or match your tan! Also comes in seven other perfect shades, \$1.50.

Smart Lipstick to Accent Sun-Tan

It has been said that the smart world went begging for a perfect Summer lipstick—until Dorothy Gray "Tawny" was made. Try it. Its color is so vibrantly fresh and clear that you and the outdoors are in perfect harmony. It never turns blue on the lips to make you look weary and old. It never fades. Keeps your lips smooth and soft.



And it makes your face just as exciting at night as in the daytime! Seven other good shades, too. *Dorothy Gray Lipsticks*, \$1.

Fresh as a Daisy . . . Daintiness is an old-fashioned word. But your dashing, modern dance partner knows all about it just the same! When you step out of your bath, give your body an exhilarating, freshly-fragrant rub-down with *Dorothy Gray Eau de Cologne*, \$1.50. Then dust every inch of your body with *Dorothy Gray Dusting Powder*. It has deodorant properties, and gives a cooling, satiny finish. Jasmine or Rose Geranium, \$1.50.

You can get Dorothy Gray preparations at your favorite cosmetic counter.

Copr. 1936, Dorothy Gray Co., Ltd.

Dorothy Gray

DOROTHY GRAY SALONS
... a corporation, successor to Dorothy Gray

Salons at 683 Fifth Avenue, New York
Los Angeles • Denver • Washington • Boston
Milwaukee • Paris • Brussels • Amsterdam • The Hague
and on the Grace Line "Santa" ships.



AT EASE IN CELANESE*

Tia Noa Prints

The time has arrived to buy that Summer wardrobe. You can't live without several prints. You'll want at least one jacket ensemble and certainly a flattering pastel in Celanese Kisra for spectating. These five varied styles form a well-balanced wardrobe, and even if you prefer cleaning it's nice to know they are also washable. You'll find them at your favorite shop in a wide choice of colors, or, write direct to the sole manufacturer.

*Reg. U. S. Pat. Off.

MUTUAL ROSENBLOOM CORP., 498 SEVENTH AVE., NEW YORK

In New York at Bonwit Teller exclusively

Now!

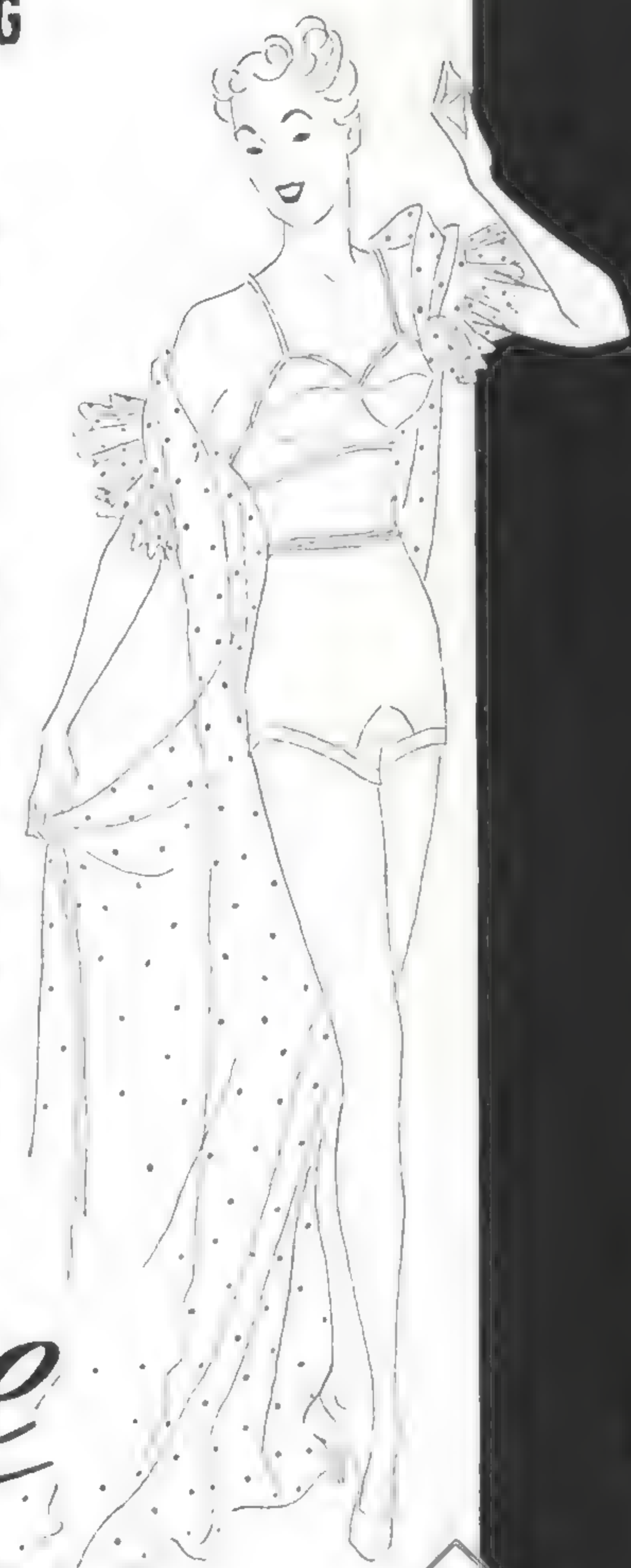
YOU NEED NOT PAY MORE THAN ONE DOLLAR *for this* *finest pure silk chiffon underwear*

PERFECT FOR SPRING
AND SUMMER

- There's no need to pay budget-breaking prices for chiffon underwear . . . not when Luxite pure silk chiffon undies cost so very little. And such stunning undies—sheer, light and cool. You'll like their smooth uninterrupted lines beneath tailored suit or summer frock. Things of beauty—but made for loads of washing and wearing. Approved for distinguished service by the Better Fabrics Testing Bureau. They're almost unbelievable at a dollar. Now you can afford a whole wardrobe of these fine undies.
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Briefs, Stepins, Panties, and Vests \$1.00
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Luxite
UNDERWEAR
Smooth because it fits



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RANGE OF STYLES
PRICED AT A DOLLAR AND UNDER



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FEATURED AT THESE AND MANY OTHER FINE STORES

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MILWAUKEE, WIS. T. A. Chapman Co.
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NEW YORK CITY Best & Co.
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SAN FRANCISCO, CALIF. O'Connor, Moffatt & Co.
SIOUX CITY, IA. T. S. Martin Co.
SIOUX FALLS, S.D. Fante Bros.
SPRINGFIELD, MASS. Albert Steiger Co.
ST. PAUL, MINN. The Golden Rule
SYRACUSE, N. Y. The Addis Co.
TAMPA, FLA. O. Falk's
WACO, TEXAS Goldstein-Migel Co.
WASHINGTON, D. C. Lansburgh's
WORCESTER, MASS. Denholm & McKay Co.



• "John Paul Jones," a swagger three-piece outfit—jacket and skirt in bright peasant linen—sun-back vest in contrasting handkerchief linen print. The skirt is completed with a concealed Talon-fastened placket.

• Lush, warm colors in a nubby, natty linen two-piece frock. The jacket-blouse has buttons marching down its front. Skirt is tailored to smoothness with Talon-fastened placket.

• News under the sun—a two-piece "smoohtone" culotte frock. A hand-blocked chiffon scarf individualizes the blouse—the culotte skirt is closed with a Talon-fastened placket.

• Hail the bright blue days of May in print with all-over dots giving a perky dash of color. Grosgrain trim, another style note. A Talon-fastened placket insures a smooth hip-line.



All styles registered with Fashion Originators' Guild



Chinese influence in a frock and matching jacket accented with bands of Oriental color. Frock is perfected with a smooth Talon-fastened placket.

JUNIOR





Garden party charm in flower-spattered handkerchief lawn with frivolous shoulder ruffles. Features a trim Talon-fastened placket closure.



May formality in crisp dotted Swiss, amusingly "rowed" with white rickrack braid. A smooth Talon-fastened closure at the center of the back.



Frock in flowered pastel organdie with rustling taffeta slip. The silhouette is perfectly smooth because of the Talon-fastened placket.

MISS TALON-FASTENED WARDROBE FOR THE

Reg. U. S. Pat. Off.

*Merry month
of May*

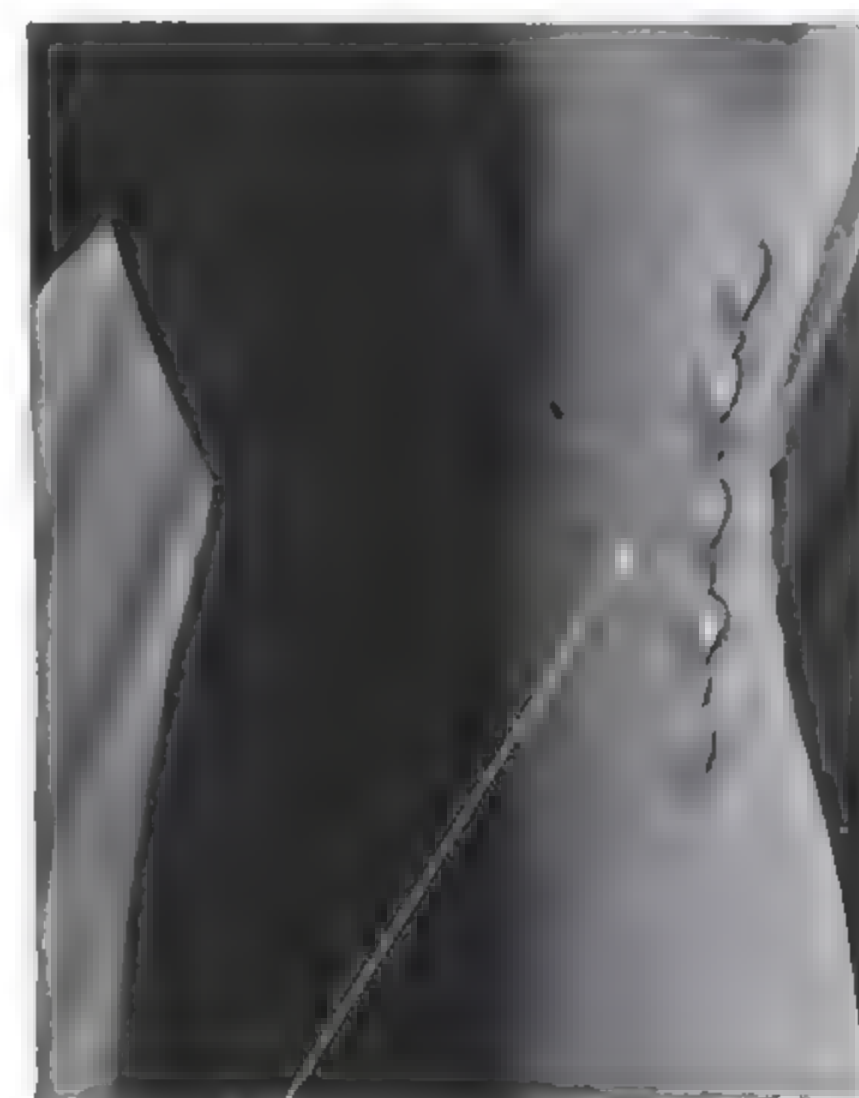
Exclusive creations of the entire Junior Miss Division of the Fashion Originators' Guild of America feature the concealed Talon-fastened placket on all models

Sun-up to starlight fashions for May-time . . . designed in the gay tempo for the Junior Miss . . . and completed with the modern closure . . . the Talon-fastened garment placket!

Each of these designs is an exclusive creation of the Junior Miss Division of Fashion Originators' Guild which has adopted the use of the continuous Talon-fastened placket closing for all their models.

The Talon-fastened placket transforms ugly, gaping closures into seamlike, smooth ones. It's easy to operate, invisible in application. In motion and in repose, garments that feature the Talon placket maintain their sleek, smart lines.

HOOKLESS FASTENER COMPANY, MEADVILLE, PENNSYLVANIA • NEW YORK • BOSTON
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The old way

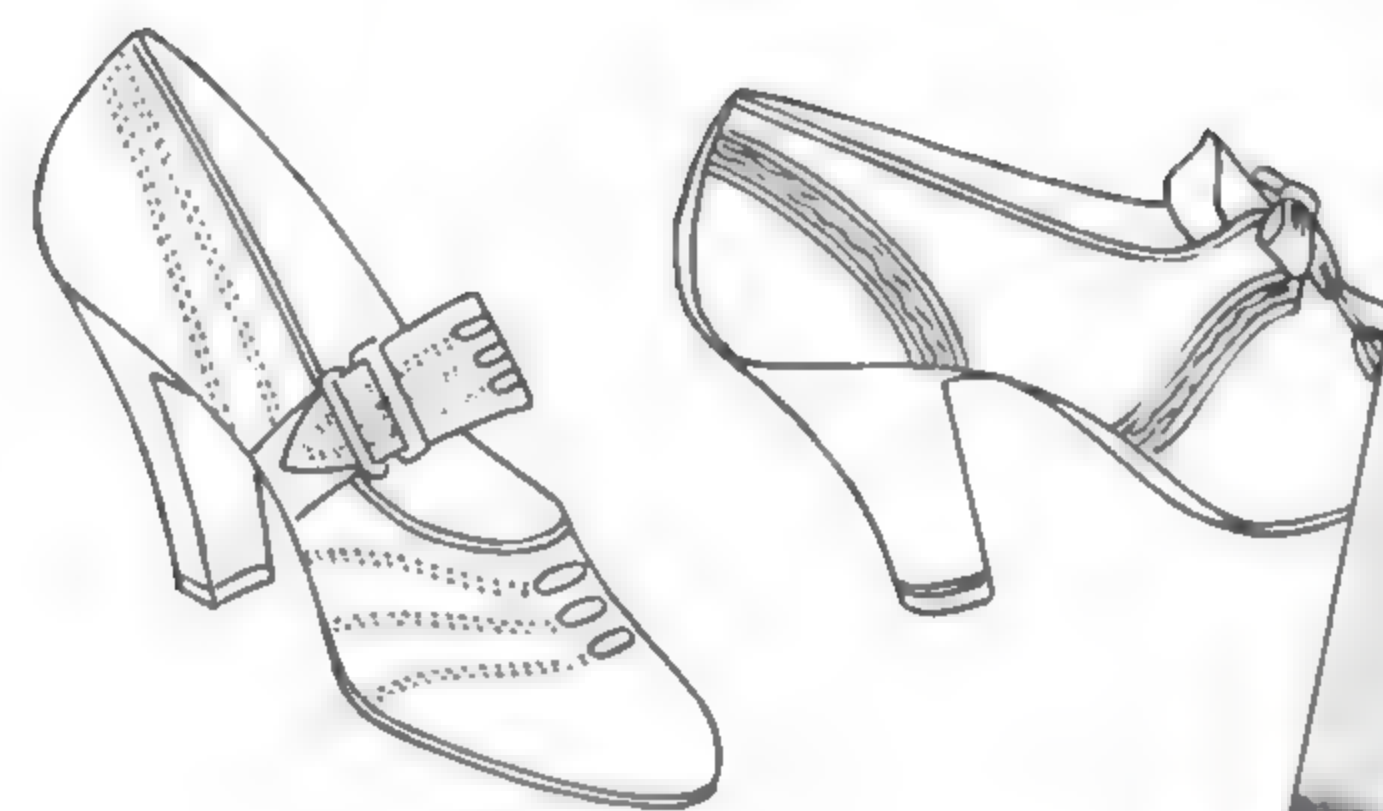


New Talon way



The Talon slide fastener enhances trim, slim lines—makes both sides of your frock smooth and sleek. You can't detect the slide closure.

afoot in Foot Rests



BLITHE as a May morning - intriguingly lovely. Smartly shod, joyously comfortable in Foot Rests - radiant days and glamorous nights will find you eager for their activities. The Foot Rest Heel Cushion of live rubber absorbs every shock. The Metatarsal Cushion provides resilient support - makes your step light, buoyant. The Rolled Insole supports the inner side of your foot - contributes to balance and confidence in walking, enhancing your natural grace and poise. Sparkling Foot Rest styles in all the modish leathers, fabrics and colors. See them at your dealer's - wear a pair - experience an amazing new kind of foot contentment that challenges comparison.

\$650...\$750

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THE KRIPPENDORF-DITTMANN CO.
CINCINNATI, OHIO

Makers of women's fine footwear for 65 years





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Van Raalte

295 Fifth Avenue, New York

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Sweeping Smart America

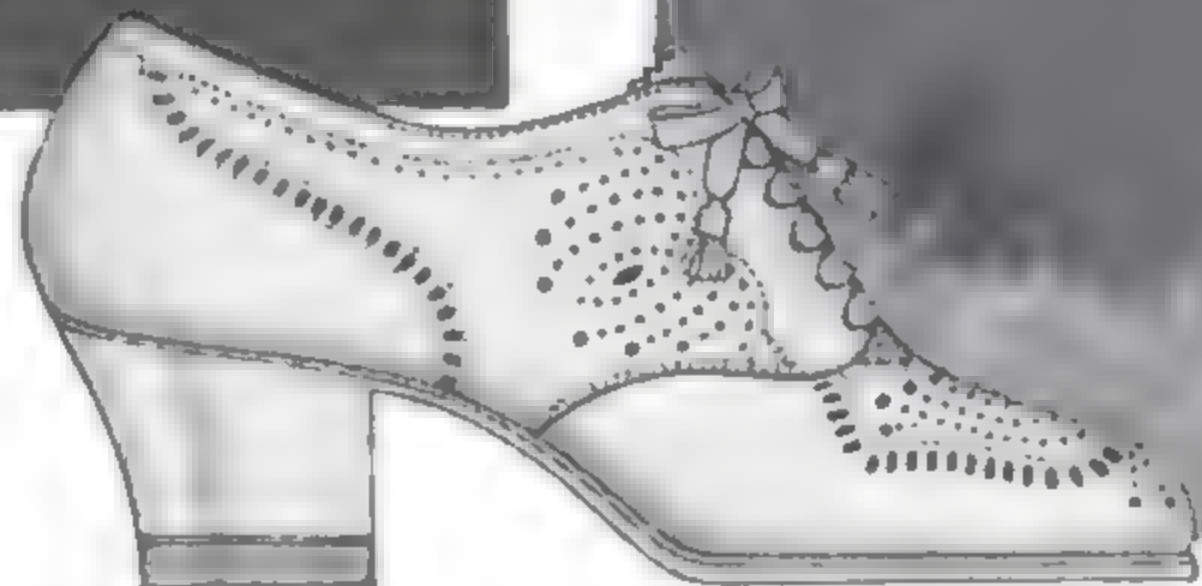
OFF ITS FEET...AND ON ITS FEET

Follow the lead of the smartest women. Know foot happiness in these superbly styled Red Cross Shoes. Know, too, that with every step you take Red Cross Shoes act as a "beauty treatment," bring new loveliness to your feet.

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REG. U.S. PAT. OFF.



RED CROSS

a beauty treatment

SHOES

for your feet

\$6.50
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Hats by Tappé Lieberts



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Fashioned of genuine famous Lorraine fabrics, these Ferncliffe suits created by a renowned men's tailoring organization, will give you cool comfort and smart style all summer long. You can tub them again and again and they'll never shrink. In fact, washing actually improves their appearance. These garments include all the skillfully handled tailoring features that have given such practical wear to men's summer clothes...the identical type of cutting, basting and felling that insure superior fit and draping qualities. In crisply white and pastel shades...also black, navy and brown...single and double breasted...Gibson Girl model...also sport backs...surprisingly low priced at only \$12.95.

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write FERNCLIFFE, 79 Fifth Ave., New York.
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Your favorite dance tunes in a new and distinctive style.

BEAUVEL and TOVA

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Supper couvert after 10:30 P.M.
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THE

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Park Avenue • 49th to 50th Sts.

New York



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Do you know where to get superlative cold Cream of Leeks? Brook Trout en Gelée? Clam Hash? Snails Bourguignone? Pancake with Lingon? Cerises Flambées?

Do you make dining out an adventure or settle into a rut, with all your restaurant meals in one or two places? Have you a really sophisticated knowledge of good food and a wide acquaintance with good restaurants? Do you know what to order and where, and the one Perfect Place to take any one of your friends?

A consistent study of these pages, month after month, will give you all the answers and lead you into a lot of pleasant evenings besides.

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RENÉ DURAND, Managing Director

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CARLO RESTIVO Entertains During

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LUNCHEON • DINNER
COCKTAIL HOUR 4-7

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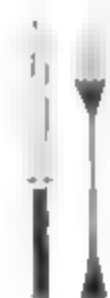
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LUNCHEON • DINNER • COCKTAIL HOUR 5 TO 8

AFTER THEATRE SUPPER FROM 10 TO 1

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145 West 55th St. Dinner
Luncheon 50c, 60c, 75c Vintage Wines \$1 and \$1.25

FRANCES LYNN 52 E 52
Smart Clientele, deft service, delicious food.
For "Pennywise New Yorkers."
Luncheon 50c, 65c Dinner 75c, \$1.

ALEXANDRA RESTAURANT—8 East 49th Street
Champagne cocktail dinner \$1.00 and \$1.50. Served daily 5 to 8:30 P.M. Sunday dinner. The most talked about dining place in New York. PL. 3-1542.

SUSAN PALMER
1 W. 49 Oyster Bar Restaurant
Town House Restaurant
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"Best food and drink in town"
—Pies and hot bread that make the meal a feast.

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CRILLON, 116 E. 48th St., justly famous for incomparable cuisine & choice cellar. Prix-fixe luncheon & dinner in the restaurant. London Buffet in the Bar before the theatre; all you desire—one dollar.

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THE BLUE BOWL AT 157 EAST 48TH ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

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RESTAURANTS—dining (Cont.)

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In a delightful, homelike atmosphere
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85c Original Swedish Hors d'Oeuvres \$1.50
Continental Entertainment. Dancing. No Cover.

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Famous for "Chicken
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Featuring Famous Swedish Hors d'Oeuvres

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MAY 1, 1936

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Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

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Beverly Hills Hotel & Bungalows. Mid the quiet and beauty of Beverly, twenty minutes from Los Angeles. Featuring a One, Two, and Three Meal Plan.

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Santa Barbara Biltmore. Famed seashore resort hotel, sheltered by mountains. Sunny days for swimming and all sports. American Plan \$9. up.

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Brown Palace Hotel. First choice of smart vacationers. Comfort, gaiety, first-hand data on all Colorado. Unexcelled cuisine. Year 'round rates obtain.

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Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long pleasant Summer, May 15th to October 15th.

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The Raleigh Hotel. Across Penn. Ave. from new Govt. Bldgs. Dining rooms air conditioned. Rooms with tub and shower, \$3 \$5 one, \$4.50-\$8 two. E. P.

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The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore, on beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

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SPARHAWK HALL AND COTTAGES

Ideally situated "At the Salt Water's Edge." The comfortable accommodations, gracious atmosphere and excellent table of this outstanding hotel combined with exceptional opportunities for seashore and country recreation make a satisfying, refreshing vacation. Orchestra, Spacious Sun Porch, Surf Bathing, Sandy Beach, Deep Sea Fishing, Golf, Saddle Horses, Ogunquit Playhouse.

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Greymoor. Beautiful summer home on Appleton Ave. Large rooms with bath, beautiful grounds, perfect location. With or without board, attractive rates. Bklt.

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Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

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New Ocean House. Where the New England Coast is most picturesque. Private bathing beach. Best clientele. Opens May 16. Bklt. Clement Kennedy, Pres.

MICHIGAN

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Belvedere Hotel. Ideally located. Sprinkler system. Elevator. Golf and all other sports. Excellent cuisine. Discriminating Clientele. Mr. & Mrs. Carl Steiner, Mgrs.

MISSISSIPPI

Pass Christian

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A DIRECTORY OF FINE HOTELS & RESORTS

VIRGINIA BEACH Things come thick and fast during the month of May at The Cavalier, Virginia Beach, Virginia. The Sixth Annual Spring Cavalier Horse Show will be held in the Cavalier Show Ring on May 9 and 10. Four days later is the opening of the Cavalier Beach Club for the 1936 season. Then comes the Tidewater Horse Show on May 15 and 16, which will be climaxed by a grand ball in the Colonial Ballroom of the hotel. This same ballroom will again be the setting for the very beautiful Rose Show of the Princess Anne Garden Club on May 19 and 20, one of the loveliest events that is held each year. Finally, the Virginia State Bridge Association will hold their third annual tournament at The Cavalier on May 30.

TALLY-HO Atlantic City's Annual Horse Show has become such an important event that its program this year has been extended an extra day. The Municipal Auditorium will again house this big attraction on May 12 through 16—five days full of excitement for the exhibitors and many thousands of spectators.

Here is an unusual sidelight this year. A coach-and-four will cover the 131 miles from New York to Atlantic City to attend the show. Experts on coaching estimate that four horses can draw the coach at the rate of twenty miles an hour along the level highways. However, the 131 mile drive is too great for one team, so the plan is to have sixteen horses, taking 15 mile turns, with large vans to move the spare horses from point to point. Naturally this extra attraction will draw a gallery of spectators along the entire route and will be a fitting gesture for a most interesting and complete horse show.

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Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elevation 6225 feet.

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Hanover Inn at Dartmouth College. Superb golf, tennis, recreation. Central for White Mts., Green Mts. Open all year. Illustrated Booklet.

White Mountains—Dixville Notch

The Balsams. Leading resort. 18-hole golf, tennis, swimming, riding. Fireproof. Dancing. No hay fever. \$6 up. American Plan. N. Y. Phone PE. 6-8218.

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Peckett's-on-Sugar Hill. A resort appealing to discriminating people desiring a cuisine, service and clientele which is internationally renowned.

White Mountains—Pike

Lake Tarleton Club. It's different: 5,000 acres. Main clubhouse and 15 cottages. Golf, tennis, riding, fishing. 50 miles of trails. Children's hostess. Booklet.

White Mountains—Waterville Valley

Waterville Inn and Cottages. Old established Inn. Beautiful White Mt. location. Golf, tennis, brook fishing, swimming. Fifty miles of trails. Open all year.

NEW JERSEY

Asbury Park

Benjamin Franklin Inn. Near Ocean. Colonial Atmosphere. Delicious Meals. Fireproof Addition. Suites with Baths. Selected Clientele. C. E. Stroud.

NEW JERSEY

Atlantic City



HOTEL CLARIDGE

Unobstructed view of landscaped park and gardens, boardwalk and ocean. Sundecks. Solarium. Health Baths. All outside rooms with fresh and sea water baths. European Plan: Single from \$4. Double from \$6. Also American Plan. For reservations call N.Y. Office, 500-5th Av. CHickering 4-6699; in Philadelphia, Kingsley 3150; in Washington, District 2685; in Pittsburgh, Atlantic 6240.

Atlantic City

Marlborough-Blenheim. Maintaining the standards of 54 years continuous ownership management. American and European Plan. Josiah White & Sons Co.

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Hacienda de Los Cerros. Every modern comfort in old Spanish estate at Canyon edge of America's quaintest city. Fine horses. Open all year. Booklet.

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De Witt Clinton. A Knott Hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

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Battery Park Hotel. Five excellent golf courses. Many scenic places to visit; entrance to Great Smoky National Park. A Knott Hotel.

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Green Mountains

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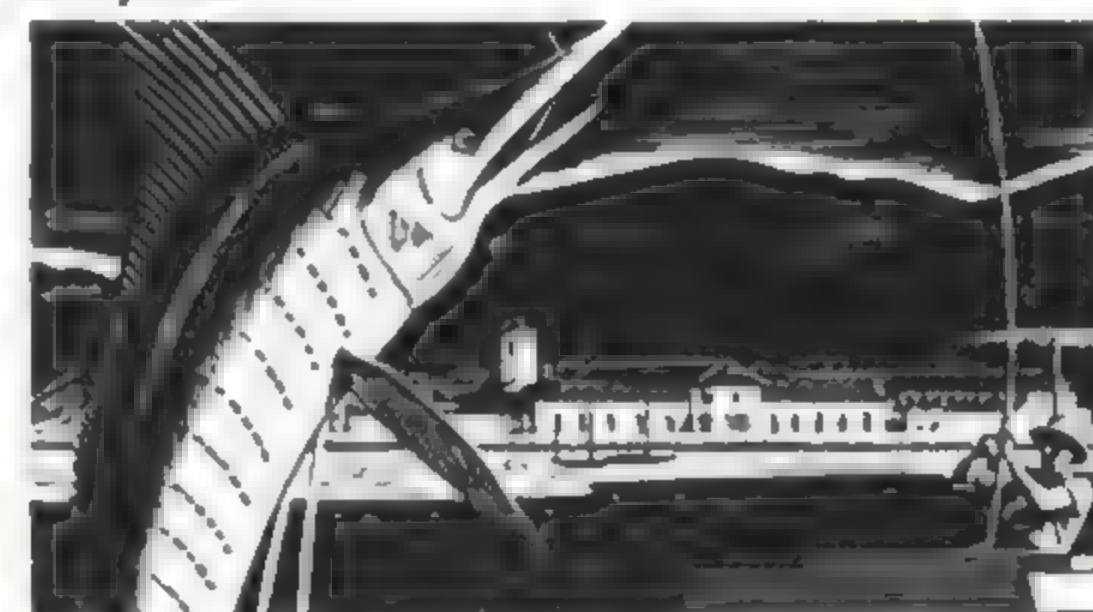
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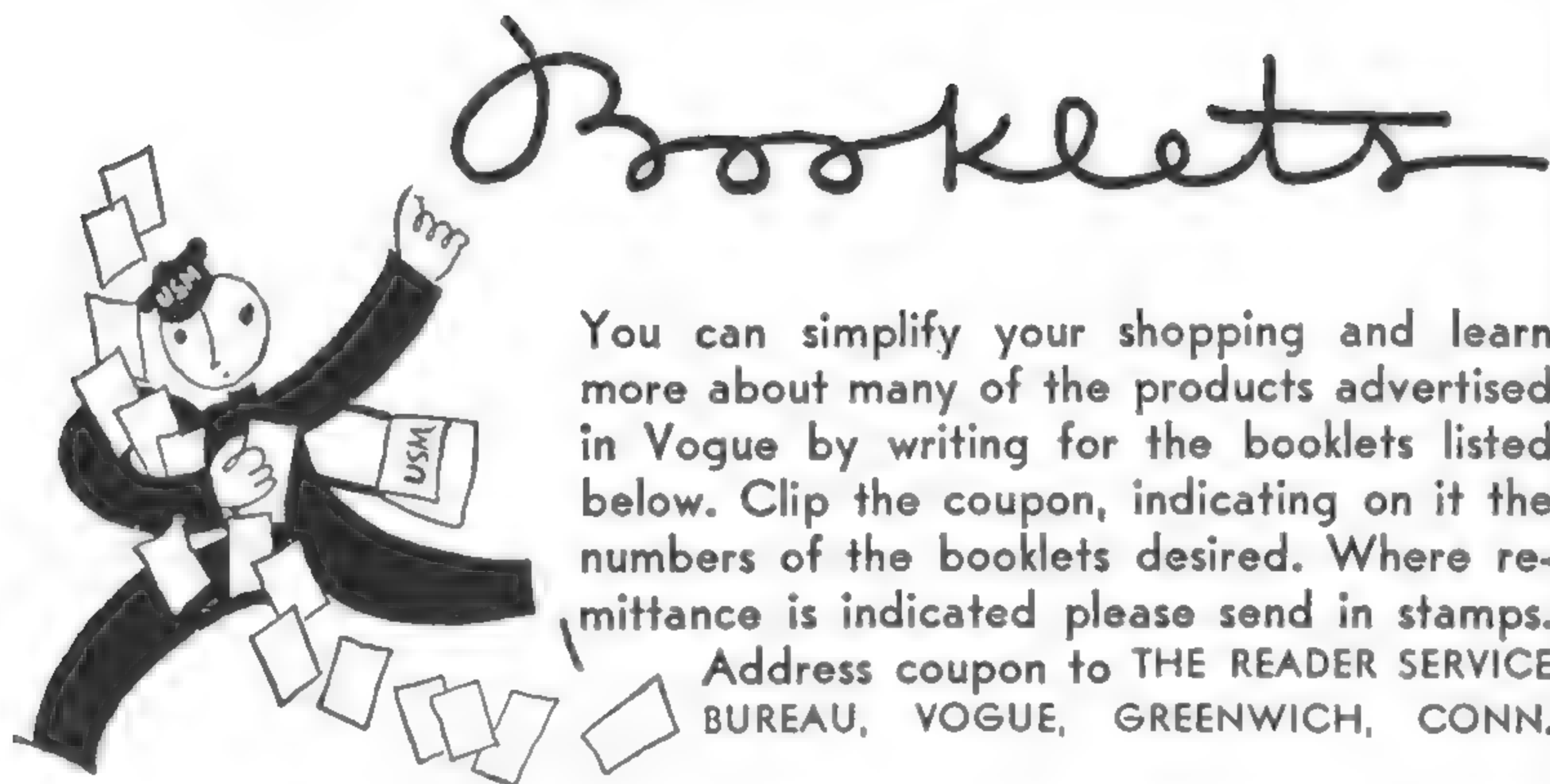
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As an aid to camp-hunting parents, Vogue includes interesting camp items in its regular school news. In the surrounding columns, are the announcements of many fine summer camps. If you need additional help in finding the particular one which suits your requirements, our school and camp staff will gladly offer suggestions. Either write or call Miss Marian Courtney, Director, Room 1928, Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

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For older girls who want to continue their camp life, the Sargent Summer Camps of Boston University, near Peterboro, New Hampshire, have established a post-graduate training course—a sort of bridge between senior camper and junior counsellor. The course is not merely a pastime, however. It means a serious study of the theory and objectives of camps—relationships between parents and camp, children and counsellors—special problems of competi-

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CAMP NEWS

tions, rewards, leadership, etc.—as well as advanced work in the girl's particular activity. Such duties as the girls are given are for training purposes and not to supplement the work of the regular counsellors. Each girl who completes the course successfully is given a certificate.

Gardeners on Horseback

The Crystal Beach Camp, at Saybrook, Connecticut, expects to have a fine vegetable-garden this summer. Strangely enough, the garden will be located about a mile and a half from camp . . . but there is a very good reason for this seeming inconvenience. Boys who wish to ride horseback will ride to the garden and when they get there—well, there's nothing like a little hoeing or weeding to limber up saddle-weary muscles. Since horseback riding is a very popular sport at Crystal Beach, it is expected that most of the campers will be expert gardeners at the end of the season.

Parents' Prep

Each spring, the directors of Big Bear Boys' Camp, at Pine Knot, California, sponsor a series of lectures for parents given by a well-known consultant on child guidance, at Bullock's in Los Angeles. This year, the lectures will cover various

GIRLS' CAMPS

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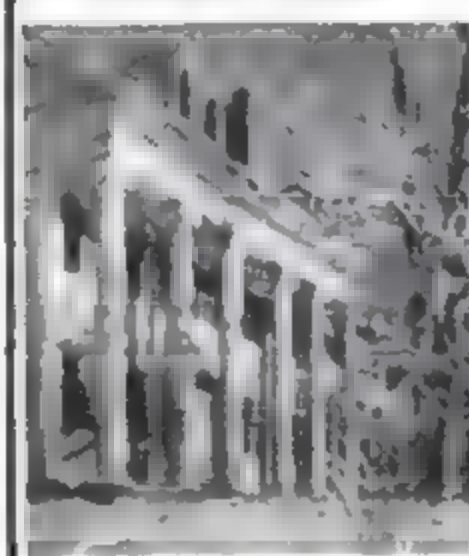
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SCHOOL AND

age groups and special problems. Many parents will find them an excellent preparation for the serious job of choosing a school or camp for their children.

Youngest Generation

A new nursery camp has been organized for the coming season by the Dr. Pettit Camps, at Shelter Island Heights, on Long Island. It is planned especially for children between the ages of two and five and is under the direction of a staff of experts in child care and training. Parents can thus send even their youngest to camp, safe in the knowledge that the children are learning to play according to the most approved methods.

Chief Red Hawk

One of the new counsellors at Island Lake Camp, for boys, Comin, Michigan, is a real Indian chief—even though he may be known by the prosaic name of Peet in the outside world. He knows the Indian dances, makes tom-toms and beaded belts, and can tell the lore of many famous tribes. What a companion for the evening camp-fires!

Collegiate Week-Ends

The seniors of Northampton School for Girls, Northampton, Massachusetts, don't confine their collegiate excursions to prom trotting. As spring

GIRLS' SCHOOLS

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CAMP NEWS

draws on, they are thinking seriously of their own higher education. To help them choose their colleges wisely, the school arranges and supervises trips to the campuses of neighbouring colleges, which enable the girls to make first-hand judgments.

Music—Strictly Fresh

Westminster School for Boys, at Simsbury, Connecticut, does not believe that "canned" music does much toward developing true appreciation of music. In the recently inaugurated course at this school, the boys actually see the instruments and watch the performers. The piano was introduced at the first class, and then, one by one, the stringed instruments were brought in. Combinations of two or more instruments came next. The class has now reached the study of the various voices and its popularity and success among the boys sufficiently prove Westminster's point.

Literary Note

Because most schoolgirls think of reading as limited to the "required" lists of their courses, the Columbus School for Girls, in Columbus, Ohio, is making special efforts to encourage outside reading. Most successful of these efforts have been the talks from famous literary people who have visited the school through the cooperation of a leading bookstore of the city.

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The Bull-Mastiff was evolved, a dog whose very nature was attuned to the guarding and protection of property. Many are the stories of his prowess and agility—of how every poacher feared the relentless, never-failing thrust of the "Gamekeeper's Night-Dog," as he was then called. Eager to prove the superiority of their own dogs, gamekeepers held matches on many of the estates, and it is said that every dog exhibited an incredible amount of courage and skill.

Their introduction to British dog-fanciers was no less auspicious. In 1901, an exhibition was staged at one of the large shows. Much to the amusement (Continued on page 36)



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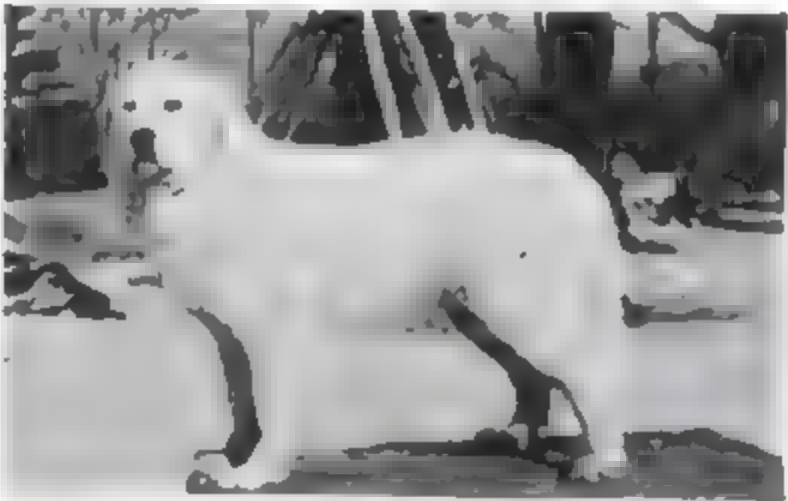
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A female Bull-Mastiff, Jeanette of Brooklands of Felons Fear

Night-Watchman

(Continued from page 35) of the spectators, the dogs never failed to "get their man." And again the Bull-Mastiff gained adherents. So much attention was accorded him that several breeders decided to evolve a certain type conformation, with the goal in view of having this dog officially recognized by the English Kennel Club. This was finally achieved in 1924; recognition by the American Kennel Club followed in 1933.

The popularity of the Bull-Mastiff rests on his sturdiness, his dauntless courage, his alertness, and his adaptability to a town or a country environment. He is the guardian par excellence for the country estate. He has an unfailing instinct for nabbing the unwelcome intruder. All of which is tempered with docility and affection for children. Police protection and companionship in one!

His general appearance should suggest strength, symmetry, and power. The standard is very explicit on one point, however; he should at all times be sixty per cent. Mastiff and forty per cent. Bulldog. His size should vary from 25 to 27 inches at the shoulder in the male, and 24 to 26 inches in the female; the weight should vary from 115 pounds for the male to 100 pounds for the female. His coat is the short, weather-resisting variety that requires little care other than the daily grooming. Any shade of fawn or brindle is permissible, but white on the head or body is not tolerated. His muzzle should not be more than three and one-half inches long, deep and broad. The Bull-Mastiff's nose should

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THE DOG MODE OF VOGUE



Farcroft Foreman of Felons Fear; owner, J. W. Cross, Jr.

Night-Watchman

be black, with nostrils large and broad, and a dark mask is preferable. Carried close to the cheek or folded back, the ears should be V-shaped and set on wide and high, giving a square appearance to the skull. They should be denser in colour than the body, and of medium size. The eyes should be dark and medium-sized, set apart the width of the muzzle, with a furrow between. The Bull-Mastiff should have a wide, deep chest, well-sprung ribs, and slightly sloping, powerful shoulders; the forelegs should be straight, well-boned, and set wide apart. The tail should be set high up, strong at the root and tapering. It can either be straight or curved, but should never be carried hound-fashion.

The Bull-Mastiff is preeminently a dog of strength, endurance, and activity—a watchman whose guarding proclivities are tempered with intelligence and care for his master's person and property.

EDITOR'S NOTE: The Kennel Departments of the Condé Nast Magazines believe that first-class dogs at prices justified by what the buyer receives and the breeder expends are the best policy. Right breeding and right raising cost money and are necessary if the purchaser is to derive maximum satisfaction. So we believe it a duty to our readers to accept no advertising from breeders who charge less than the \$50 which we consider a fair minimum for the right puppy.

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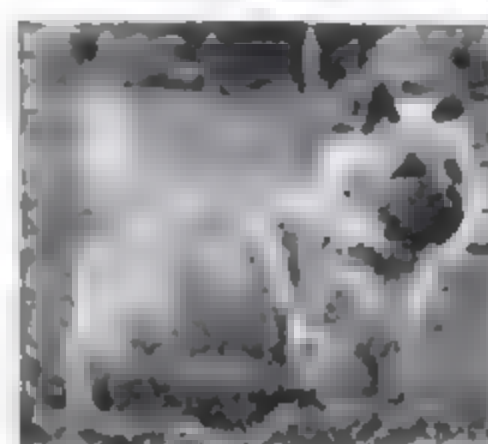


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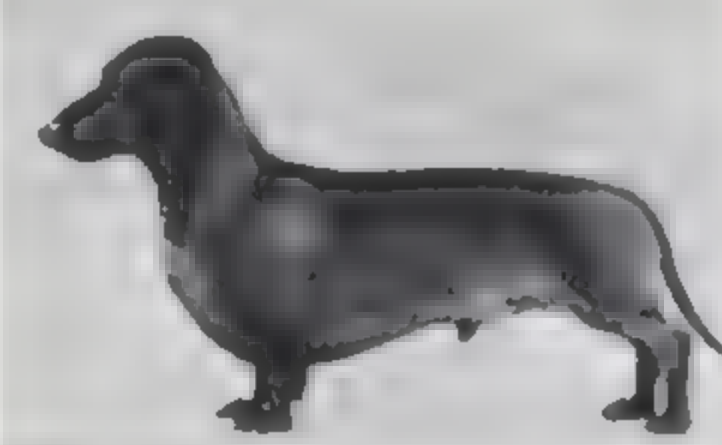


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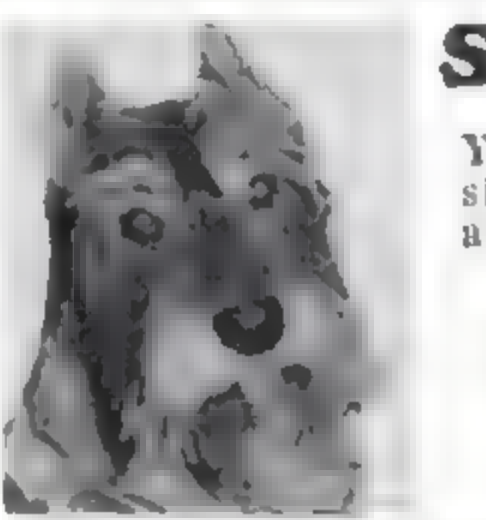
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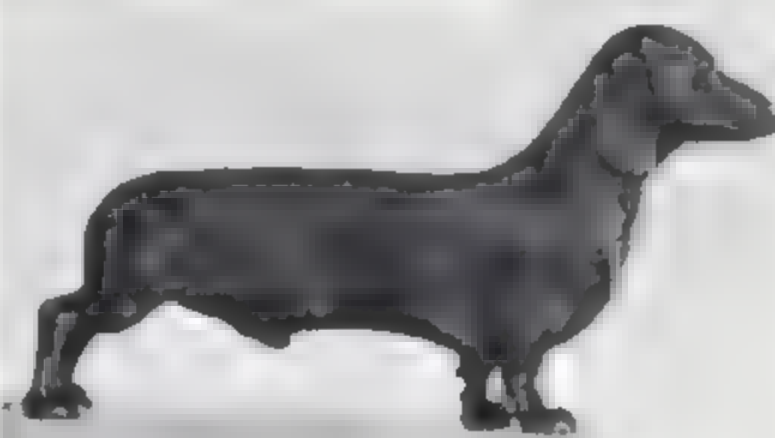
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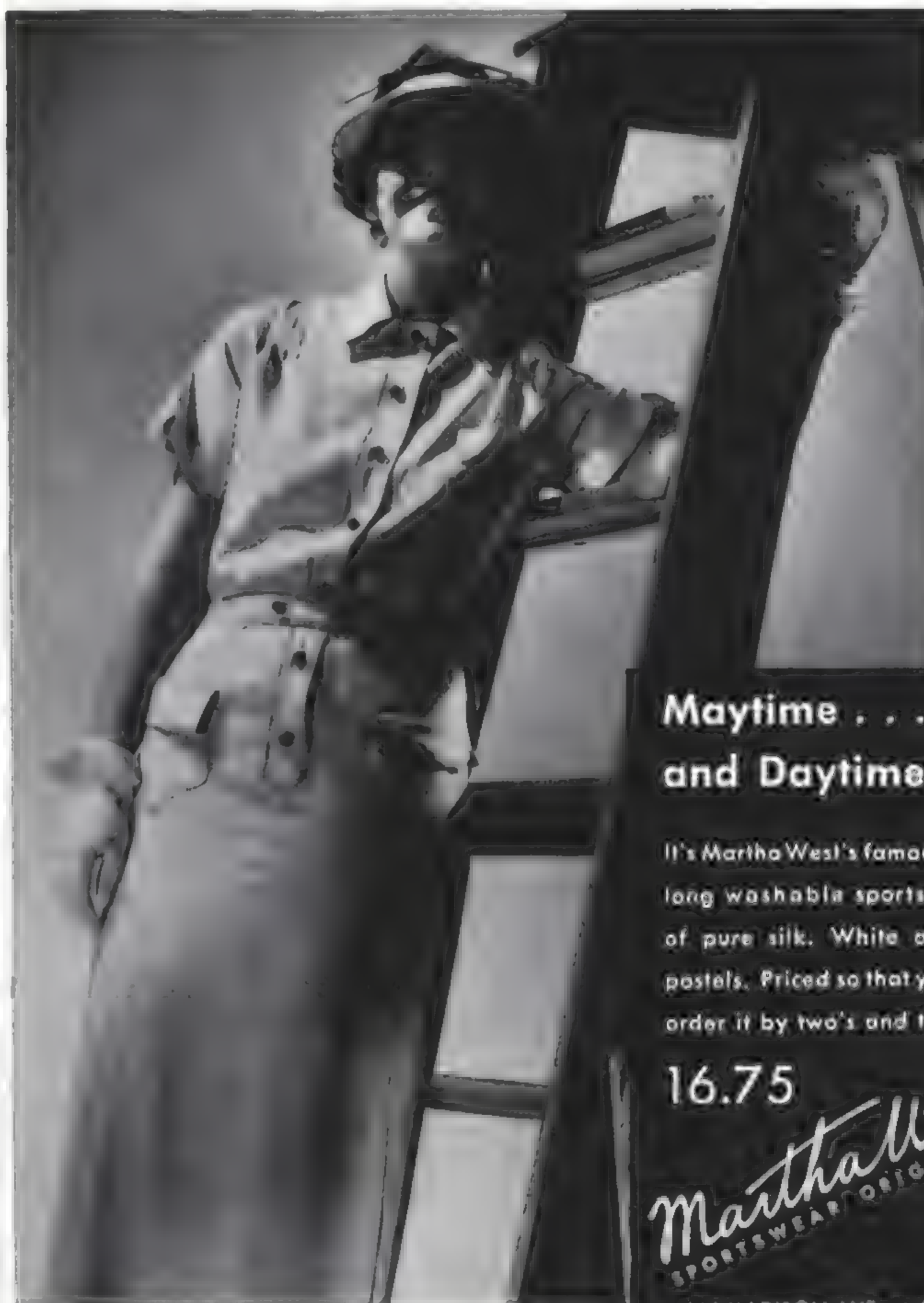
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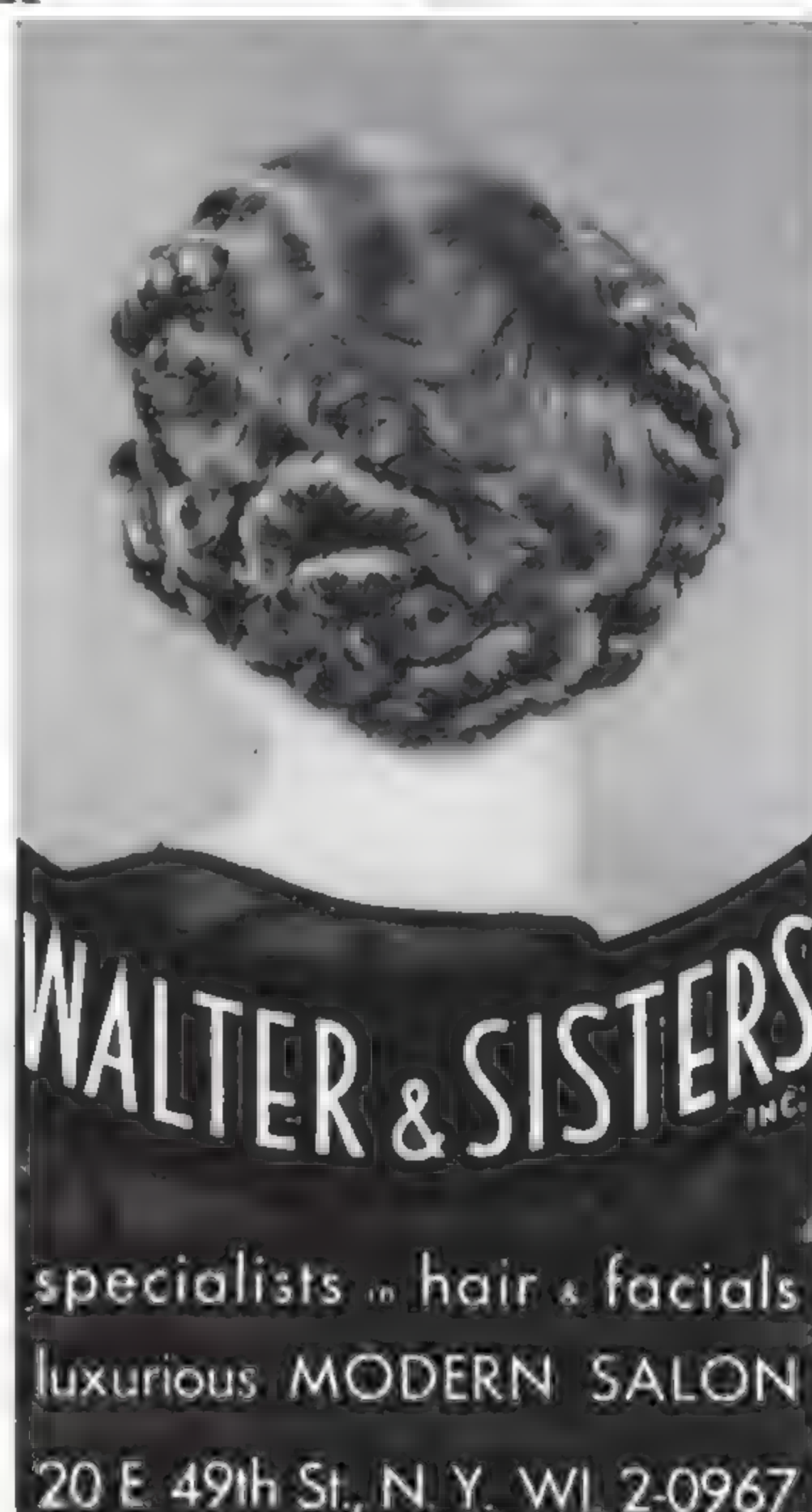
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Vogue Covers

The Dybbuk Again



• For a while, Detroit can crow over New York, for on May 6 it will see the American première of a brand-new opera that caused a sensation at La Scala in Milan two years ago. But soon after—on May 13, 14, 15, and 16—"The Dybbuk" will be played, sung, and danced at Carnegie Hall, in our own fair town. Played by the Detroit Symphony Orchestra, sung by the Art of Musical Russia, danced (in the ballet parts) by Yakovleva's Ballet Russe. If the opera is as gripping as Anski's famous play of Chasidic rites (and they say it is more so), it will be something of an event. Maestro Ghione, who conducted it to tumultuous applause in Milan, will conduct it here; and Rosa Raisa will sing the rôle of the girl who is possessed by the spirit of her dead lover. At this point, it might be high time to mention that the music of "The Dybbuk" was written by Ludovico Rocca, an Italian; and that the orchestral idiom is "modern, polyphonic, and full of melodic line."

Garden-Parties

• There's an old English custom of raising money for charity that has always been our idea of simple perfection, since the benefactors get as much good—and fun—out of it as the beneficiaries. It consists of throwing open to the public the gardens of various large country estates, on certain days, and charging a small sum for admission and tea. The Westchester County Children's Association has espoused this system with great success in the past and is going to do it again this spring—through the co-operation of various citizens of Westchester who have beautiful gardens and public spirit.

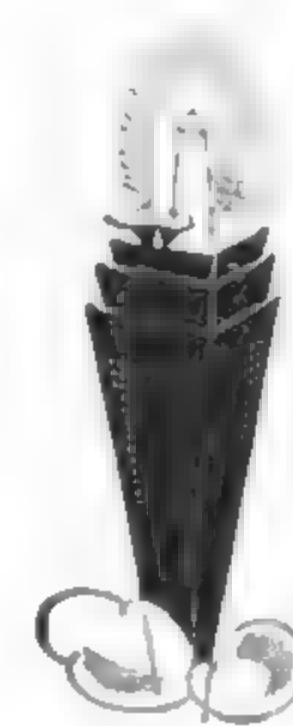
These gardens will be on view from May 9 to June 6, consecutively, and can only be visited on the dates scheduled, from 2 P.M. to 6 P.M. Single admissions to each garden are around a dollar, but "season tickets" are considerably less; and every cent will go to aid the Association in its educational, vocational, and general welfare work among the children.

The first garden that will be shown, on May 9, is that of Mrs. Louise B. Wilder, at 11 Beechwood Road, Bronxville. It's a rock-garden, with a collection of rare rock-plants from all over the world. The second, on May 16, is "Greystone," the estate of Mr. Samuel Untermyer, on North Broadway, Yonkers. Here you'll see, among other things, the famous cryptomeria walk overlooking the Hudson, formal Greek gardens, rock-gardens, and beautiful greenhouses. The third will be shown on May 20—Mr. and Mrs. Richard H. Mandel's estate on

Old Bedford Road, Mount Kisco. The house is a triumph of modern designing, and both the formal and the informal garden, overlooking Croton Reservoir, are lovely. The fourth is "Hi-Esmaro," Mr. and Mrs. H. Edward Manville's estate on Bedford Road, Pleasantville, which has not only a woodland garden, rock-garden, and greenhouses, but a lake. This will be open on May 23. Next—on May 30—comes "Meadow Farm," the estate of Governor Herbert H. Lehman, at Purchase. There's a terraced garden, a play garden, a farm garden, a pool, and lots of natural woodland. The sixth, on Saturday afternoon, June 6, will be "Hillbrook," at Lincoln Avenue, Rye, belonging to Mr. and Mrs. George Arents; where you'll find an English park, formal gardens, sweeping lawns, and rock-gardens. On that same evening—Saturday, June 6—comes the grand finale—an evening showing of Mr. Charles N. Edge's magnificent garden at Parsonage Point, Rye. It is a perfect formal garden, bounded on three sides by the lapping waters of Long Island Sound; with a sea-wall, a water-front pavilion, a sandy beach, statues, and everything—even stringed music. And, in case the moon doesn't materialize, the garden will be floodlit.

Further information can be secured from the Westchester County Children's Association, 185 Main Street, White Plains. The telephone is White Plains 9098.

Hail Britannia



• One of the rocks on which we build our faith is the eternal Britishness of the British. That, if no other reason, is enough to make us love going up to the roof of the British Empire Building at 620 Fifth Avenue and being transported right to the heart of London. The British Empire Exhibition flourishes there—Plummer have some of their finest English china, the Kent brushes rest in luxurious assurance, Arthur Vernay shows beautiful old pieces of furniture—and it is all as English as it can possibly be. It is also one of the nicest places in all New York to have tea quietly. Tables are set out on the roof-garden under umbrellas on pleasant days, and the tea is served as it would be in your own house, not in restaurant manner, with delicious little sandwiches and cakes. There are always a few English people about, but you can go, whether you are English or not, and the cost of tea is well under half a dollar. A pleasant spot to meet a friend, to retire to after a siege of racketing about Rockefeller Centre, or just to relax.

the town

Panoplied Pavilion



• You remember, of course, how every one flocked to the outdoor Pavilion of the Restaurant Marguéry after the first warm day last summer. It was one of the coolest and smartest places in town all through the hot months—to say nothing of the fact that the same delicious meals were served as are served the year round in the restaurant indoors. And this season, it will be cooler and smarter than ever, for its ingenious maître d'hôtel, Mr. Ercole Marchisio, is having a double canopy over the pavilion with plenty of air between, and a new scheme of decoration. There will still be a *prix fixe* luncheon and dinner, and entertainment for both the cocktail hour and dinner. This inviting spot will open around May first, weather permitting, and we prophesy that it will be as crowded and gay as ever by May second!

Swedish Specialties

• If you like to dine in handsome, dignified surroundings, you should go some night to the Stockholm, at 27 West Fifty-First Street, where *smörgåsbord* and other Swedish specialties are served in the fine old house once occupied by Mr. Henry Clews. None of the architectural details have been disturbed; you still go up the broad staircase, and you may eat in what was once the spacious drawing-room across the front of the house or in the round panelled dining-room behind it. A smaller room between, which was once the library, is now dedicated to the *smörgåsbord*, and the variety and interest of the Swedish hors-d'œuvres are so great that one browses among them, selecting here and there, much as people once browsed (we hope) among the books on the shelves. But the Swedish specialties do not end with the *smörgåsbord* in the Stockholm. The dinner that follows is equally delicious, including such delicacies as lamb cooked with dill sauce and Swedish pancakes with *lingon*. There are excellent Scandinavian drinks also (as well as more American ones), and a good orchestra plays during dinner.

Arros Con Pollo

• Winging away from the spell of Scandinavia to a warmer clime, you may very easily find yourself at El Gaucho, where the sultry influences of the Argentine will exert themselves on all you latent Latins.

El Gaucho, at 245 Sullivan Street in Greenwich Village, is a *boîte de nuit* designed to bring out that *pampas* fervor in your system. In an atmosphere of calm revelry, you may dine on *chili con carne*, served with

authentic South American flair, or on *arros con pollo*, which is a eupeptic mixture of chicken, rice, and other alluring odds and ends out of an Argentine cook-book. Or, if you drop in later, until as late as four A.M., you can sit cozily against the wall, imbibing whatever you choose and watching Persa Ravel's exciting, castanet-accompanied dances, or listening to Conchita Moreno's dark voice in songs like "Cucaracha."

Then, too, El Gaucho has Dimitri and Helen Virgil, who know how to whirl themselves into Argentine rhythms. Dimitri, moreover, is the proprietor, and is as intrinsic a part of El Gaucho as the Latin orchestra and the adobe walls with their fans, gourds, and other nostalgic emblems of Southern-Spanish ways.

Dimitri, a native of Egypt, served his apprenticeship in Alexandria, was restaurateur around the Continent, and has now been twelve years in this country. It is his fourth year in El Gaucho, which demonstrates his natural penchant for the exotic. But he is a modern, too; lure him into a backgammon game—he is easily lured—and you will find him as canny as he is polished.

Sprechen-Vous Español?



• We are often annoyed at the complacent way in which Americans abroad accept the fact that they know not a word of the language of the country in which they are travelling. Indeed, they often seem to think it's rather smart of them not to be able to speak anything but English. We can't see it. From past experience, we've found that travelling is made infinitely more pleasing if one knows even a smattering of the language of the country. The Berlitz School has been found by many inveterate travellers to be especially well equipped to teach you quickly and efficiently.

Rather than join a class, it's more satisfactory to take individual lessons. By closeting yourself for one hour with the teacher and concentrating only on conversation (and Berlitz is all conversation—you check your English as you go in the door), you can acquire a helpful vocabulary within a few weeks. But a word of advice. Make the instructor stick to the things you are most apt to find useful. They usually assume that you're in a certain situation at each lesson—arriving at a hotel, asking a policeman for directions, ordering a meal, etc. One day, our German instructor said "Now we are at the zoo." But we were firm. We made him switch from the Germanic of lions and tigers to a more practical situation—to a conversation in a railroad carriage.

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in France, you can join a tour booked primarily in France. On it, you would speak French every day including your time at sea. Besides, you would be given a month's free instruction before sailing (that is, two lessons a week). There are also German and Spanish trips, the latter including some tours to South America as well as Spain. Private lessons are twenty for about \$50. If there are two persons, the cost is around \$45 each—but we feel strongly that much more progress is made by taking lessons alone. The headquarters are 30 West Thirty-Fourth Street. Telephone—Pennsylvania 6-1188.

Crêpes Suzette



• Song and sustenance are provided in full measure at the Restaurant Meurice, 145 West Fifty-Eighth Street. Located in the Meurice Hotel, but not affiliated with it, this prepossessing French restaurant is exactly the right place for onion soup and *crêpes Suzette* before an excursion to Carnegie Hall or one of the theatres nearer up-town. You are welcome at the Meurice for luncheon (*table d'hôte*, around 75 cents), and from cocktail time until three the next morning. Dinner (also *table d'hôte* for about \$1.25, though by some deft, culinary miracle every dish is *individually* prepared) is accompanied by the singing of Mimi Muriel and the violin of Jean Conti. So is supper, after the play. Made-moiselle Muriel, however, wisely limits her repertoire to the type of softly enchanting lyric which she so tellingly interprets in French or English, and will graciously overlook your request for *Wa-hoo*, or other numbers inappropriate to the peace of the Meurice.

Steve Bozonetti, who formerly welcomed multitudes to Steve's, in West Forty-Eighth Street, and Frank Becaro, noted proprietor of the erstwhile and popular Backgammon Club, are joined together, these days, in addressing the Meurice to all who demand to dine where the food is tops, the place distinctive, and the atmosphere pacific.

Spring Training

• If you feel that your husband's silhouette doesn't do justice as an escort to your own svelte self, perhaps you can shame him into doing something about it, now that spring is here and beach life is in the offing. If he isn't the sort who goes in for squash or swimming at the club and balks at the idea of gym classes, suggest that he put himself in the hands of a Swedish trainer who holds forth in his own private gym in the New York Central Building, 230 Park Avenue. The instructor's name is Oke Severs, and his place is connected with the de Zemler barber shop on the fourth floor.

The beauty of this gym is that one has it all to one's self. If a man wants to be strenuous, he can put on a sweat shirt and play hand-ball, medicine-ball, or go through his own setting-up

stunts. On the other hand, if he prefers more passive treatments, he can use the electric cabinet, take artificial sun, or enjoy a massage by Oke, the like of which he hasn't experienced since the last time he was in Sweden.

Second Edition



• Another gay little eating place has opened on East Fifty-Second Street—a second Frances Lynn restaurant, with a scarlet awning in front like the one on

its older sister's on West Fifty-Fifth Street. Inside, you will find the same home-type of meals at the same modest prices, and here, too, a group of faithful customers returns day after day to favourite tables. One of these—the big one in the wide French window at the rear—is known already as the Radio Table, since broadcasting celebrities gather there as regularly as columnists gather at the round table in the Algonquin. Miss Lynn has introduced an innovation called the Tray-Vite Luncheon, which arrives complete on a tray in no time at all—a great convenience when you're in a hurry. And what with its balcony for summer and its fireplace for winter, this small restaurant should soon be a favourite with penny-wise New Yorkers.

Country Dining

• This is the season when we all feel a yearning for green grass and shady trees, however city-minded we may be most of the year. A dash into the country for lunch or dinner is a good solution, and there are a great many places not too far from New York where the food is as good as the scenery. We are listing a few below.

• Just after you cross the bridge at Westport, Connecticut, on the Post Road, you will see a sign leading you to the right, to The Open Door. This is a charming, rambling house over a hundred years old, which has been converted into a gay little inn with chintz-hung bedrooms and attractive dining-rooms. One of the latter has been made into a tap-room with panelled walls and light pine furniture, and all of the rooms look over the large grounds with their old trees and views of the Sound. You can stop at the inn for a night or a week-end, but most people go for one of the delicious meals, served either *à la carte* or *table d'hôte*. Steaks, chops, and lobsters cooked over charcoal are a specialty.

• A little farther on, between Westport and Fairfield, and just off the Post Road, is The Tide Mill Tavern, right on Southport Harbor and unusually attractive. It is a two-storey English type of house where you can have your dinner down-stairs in the tap-room with its wood-burning fireplace or on a glass-enclosed porch that looks over the harbour; or you can go up-stairs to the game-room,

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where a hot buffet luncheon or dinner is served to those in a hurry to be on their way. The prices range from about \$1 to \$1.75.

• A little nearer New York is The Fountain, an inn on the Post Road at Norwalk, Connecticut, where Southern fried chicken is a specialty and all of the meals are delicious. This is a good address to remember, not only for short drives for luncheon or dinner, but also as a half-way house when you are making a longer trip up into New England.

The Gourmet in Westchester



• Deserting the Post Road for the wilds of Westchester, you might go to Valley View Farm Inn at Hawthorne, New York, not far from Kensico, where you can have lunch, tea, or dinner in a charming house or out on the terrace, with gardens and an orchard spread all around you and delicious things to eat. You reach Valley View from New York by the Sawmill River Parkway, and find yourself in one of the loveliest sections of Westchester—which makes it one of the loveliest sections anywhere.

• At South Salem, New York, on the main road between Bedford and Ridgefield, is Shaker Hollow, an old New England farmhouse with the dignity of two centuries, where meals are served with the charm and cuisine of the small provincial restaurant in France. You can lunch or dine here in a setting of fine old Shaker furniture and tinsel paintings—that is, if you have been forehanded enough to make an appointment. Everything is done by two much-travelled young men, who look upon eating as an art and cook accordingly. Every gourmet should make a pilgrimage to see the masterly way in which vegetables are arranged so that their colours accent their appeal—among other epicurean delicacies, such as breast of chicken cooked in cream with rosemary out of the herb-garden. There is no *à la carte* service at Shaker Hollow; you take what your hosts set before you and like it very much indeed. (The telephone is South Salem 133.)

• Also in Westchester, at Pound Ridge (not far from Bedford), is the Rainbow Tea-Room, another remodelled old house where excellent meals are served with lots of atmosphere. This tea-room does not open till the middle of May, but, once opened, it is so popular that it is wiser to telephone reservations in advance.

• The White Turkey Inn, three miles north of Danbury on Route 7, may be well known to you, but we are reminding you of it anyway because of its special charm. The house was built in 1760 and has four fireplaces down-stairs and all the other characteristics dear to antique lovers, and

the owners have furnished it with a collection of antiques (from which you may make purchases). There are rooms for overnight guests, and the meals which have made it famous start in price at around \$1.25 for luncheon and \$1.75 for dinner.

New Jersey Discoveries

• If you are in New Jersey, you should drop in at the Old Mill Inn, between Morristown and Bernardsville (on State Highway 32 or Federal Highway 202). This is a picturesque tea-room furnished with old maple and bringing people from all over the countryside to eat its luncheons and dinners. The old stone mill for which it is named stands across the way and grinds all the whole-wheat flour and corn-meal used by the inn, with the same water-power that once ground flour for the Revolutionary Army. The inn is another place where you can spend a night or two in attractively furnished bedrooms up-stairs and buy interesting antiques down-stairs. And the number of smart cars in the parking space outside is proof of the excellency of its meals.

• At Milburn, New Jersey, Chanticleer will give you some New York atmosphere in a country setting. This attractive supper club is just thirty minutes from New York, through the tunnel and over the Skyway, where a sign directs you on your way. You can go for lunch, as well as dinner, and you will find delightfully decorated rooms, unusually good food, and an excellent orchestra. There are dancing every night from eight o'clock on, two bars, and air-conditioning—which makes Chanticleer an exceptionally good place to go straight through the summer.

• Those who want gaiety, even when they go to the country, will find it at The Brook, just out of Summit, New Jersey, on the Morris Turnpike. This is an old farmhouse set back from the road and reached by a winding driveway—but very much up to date, when you get inside. You can go there to dine, dance, and drink, in a setting as modern and sparkling as a New York night-club, and the rural atmosphere is left strictly in its place outside.

Town Gossip

• Theodore's, in East Fifty-Sixth Street, has opened some new rooms on the second floor, especially for private party giving. Busy executives lunch there quickly. Food superb. . . . The Whitney Museum of American Art has an exhibition of two Pennsylvanian artists, David G. Blythe and Joseph Boggs Beale, continuing until May 7. . . . Rita Hovey-King's one-man exhibition, including portraits of celebrities and an American Genre Group, will be at the Montross Galleries until May 9. . . . On May 17, you can hear Leopold Stokowski and the Philadelphia Orchestra in a gala concert at Madison Square Garden, completing their transcontinental tour. "FLANEUSE"



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BIRTHS

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Barry—On March 13, to Mr. and Mrs. Horace W. R. Barry (Jane Roemler), of Stamford, Connecticut, a son, Robert Roemler Barry.

DeLafield—On March 15, to Mr. and Mrs. John White DeLafield (Katherine Denise Livingston), a son.

Hammond—On March 22, to Mr. and Mrs. Ogden H. Hammond, junior (Edythe I. Sterling), a daughter, Edythe Sterling Hammond.

MacVeagh—On March 22, in Mount Kisco, New York, to Mr. and Mrs. Charlton MacVeagh (Adele K. Merrill), twins, a son and a daughter.

Nichols—On March 27, to Mr. and Mrs. George Edward Nichols (Sarah S. Hayes), a daughter.

Whitney—On March 24, to Mr. and Mrs. Allen B. Whitney (Ann M. Cutter), a daughter.

BOSTON

Finley—On March 25, to Mr. and Mrs. John H. Finley, junior (Magdalena Greenslet), of Cambridge, Massachusetts, a son.

PHILADELPHIA

McGuinness—On March 25, to Dr. Alms C. McGuinness and Mrs. McGuinness (Margaret Alexander Hatfield), of Philadelphia, Pennsylvania, a daughter.

Stewart—On March 11, to Mr. and Mrs. James P. Stewart (Frederica M. Stockwell), of Greensburg, Pennsylvania, a son, Michael MacCracken Stewart.

SAINT JOSEPH, MISSOURI

Griffin—On March 10, to Mr. and Mrs. Frederick Griffin (Virginia Saunders), a daughter.

UTICA

Frame—On March 15, to Mr. and Mrs. Wesley Frame (Rosalind Kress), a son, Alexander MacGregor Frame.

Rogers—On March 16, to Mr. and Mrs. Ralph Rogers (Annette Clark), a daughter, Annette Rogers.

YOUNGSTOWN

Miller—On March 11, to Mr. and Mrs. Lawrence W. Miller (Dorothy Bell), a son, Lawrence Renick Miller.

ENGAGEMENTS

NEW YORK

Babcock-Backus—Miss Barbara Babcock, daughter of Mr. and Mrs. Frederick H. Babcock, of New York, to Mr. Standish Backus, junior, son of Mr. and Mrs. Standish Backus, of Grosse Pointe, Michigan.

Baldwin-Sharp—Miss Ruth Baldwin, daughter of Mr. and Mrs. W. Barton Baldwin, to Mr. George C. Sharp, son of the late Mr. and Mrs. William Graves Sharp.

Ferguson-Walsh—Miss Marion Scott Ferguson, daughter of Dr. J. Bruce Ferguson and Mrs. Ferguson, of New York, to Mr. Samuel A. Walsh, junior, son of Mrs. M. Robison Walsh and of Mr. Samuel A. Walsh, of Fort Salonga, Long Island.

Janeway-Odarenko—Miss Katharine Ayres Janeway, daughter of the late Dr. Henry H. Janeway and Mrs. Janeway, to Mr. Todos M. Odarenko.

Meigs-Hoopers—Miss Marla Meigs, daughter of Mrs. Averell Meigs, to Mr. Clement R. Hoopes, second, son of Mr. and Mrs. Macmillan Hoopes, of Wilmington, Delaware.

Nicodemus-Holmes—Miss Anne H. Townsend Nicodemus, daughter of Mr. and Mrs. Frank Courtney Nicodemus, junior, of Smithtown Branch, Long Island, to Mr. John Grier Holmes, son of the late Joseph Horne Holmes and Mrs. Holmes, of Pittsburgh, Pennsylvania.

Platt-Lingle—Miss Catherine Platt, daughter of Mr. and Mrs. Edmund Platt, of Garden City, Long Island, to Mr. Joseph C. Lingle, son of Mr. and Mrs. Harvey S. Lingle, of Washington, D. C.

Sturgis-Paine—Miss Elizabeth Hinckly Sturgis, daughter of Mr. and Mrs. William Sturgis, to Mr. Hebard Miller Paine, son of the late Francis Brinley Hebard Paine and Mrs. Paine.

Ter Meulen-Borden—Miss Yvonne Ter Meulen, daughter of Mr. Floris W. Ter Meulen, of Greenwich, Connecticut, to Mr. Edward Payson Borden, second, of Philadelphia, Pennsylvania, and Baltimore, Maryland, son of Mr. E. Shirley Borden, of Media, Pennsylvania, and of Mrs. Elizabeth M. Borden, of Baltimore.

Trelfall-Reckford—Miss Aileen Trelfall, daughter of Mr. and Mrs. George M. Trelfall, of Crafton, Pennsylvania, to Mr. John King Reckford, son of the late Louis J. Reckford and Mrs. Reckford, of New York and Elberon, New Jersey.

Uppercu-Hill—Miss Gretchen Uppercu, daughter of Mr. and Mrs. Inglis Moore Uppercu, of Rumson, New Jersey, to Mr. George Washington Hill, junior, son of Mrs. J. Reginald Newton, of New York and "Windybank," Cape Vincent, New York, and of Mr. George Washington Hill, of New York and "Richmond Hill," Irvington, New York.

BALTIMORE

Wright-McIntosh—Miss Grace Eyre Wright, daughter of Mr. and Mrs. W. H. DeCourcy Wright, of "Lindenhope," Monkton, Maryland, to Mr. David Gregg McIntosh, third, son of Mr. and Mrs. David G. McIntosh, junior, of "Dumbarton House," Towson, Maryland.

BOSTON

McGinley-Jay—Miss Gertrude H. McGinley, daughter of Mrs. Holden McGinley, of Milton, Massachusetts, and of Mr. Thomas Atterbury McGinley, of Sewickley, Pennsylvania, to Mr. Peter Jay, son of Mr. and Mrs. DeLancey Kane Jay, of Westbury, Long Island.

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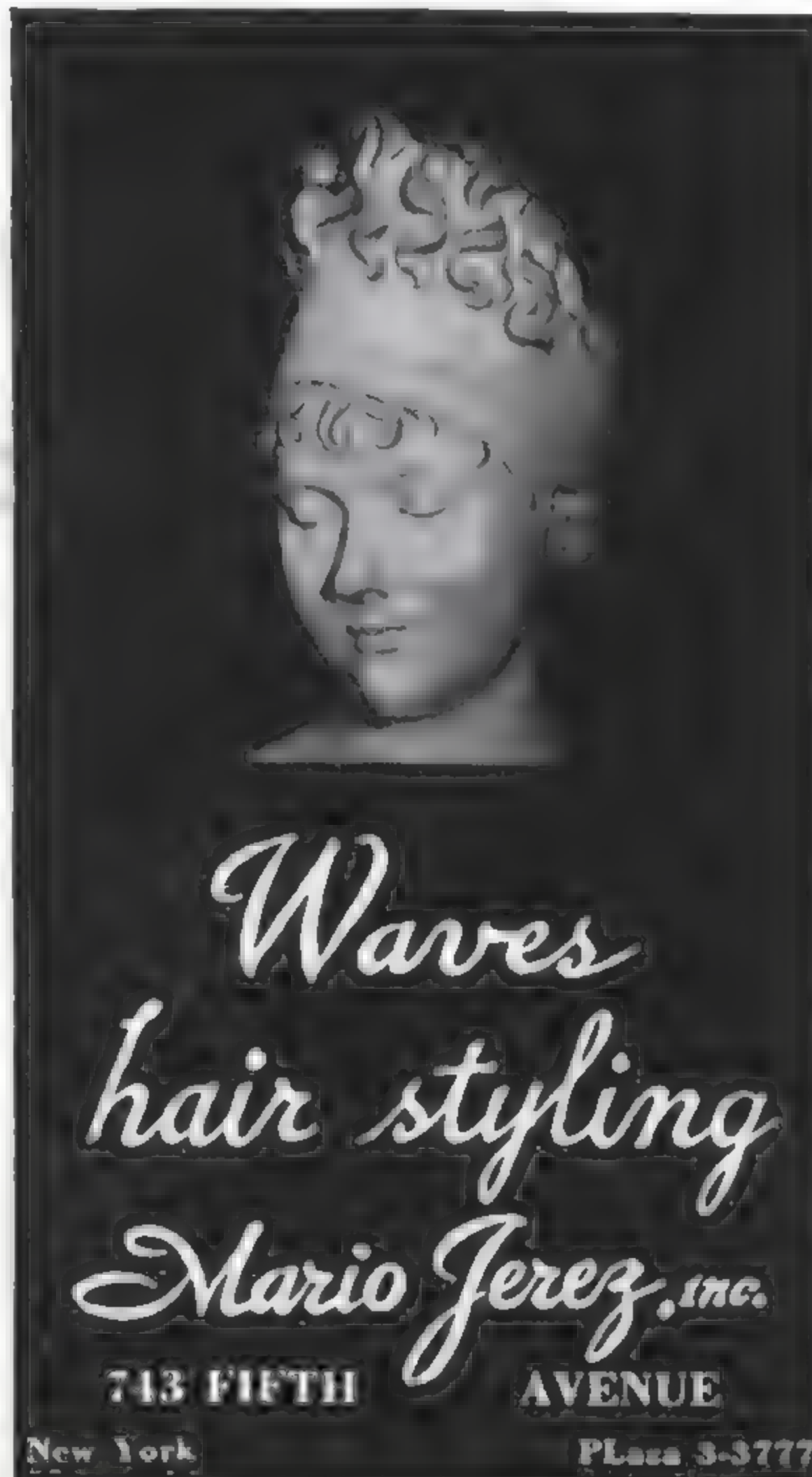
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Ainsworth-Allman—Miss Doris Ainsworth, daughter of Mrs. Thomas Ainsworth, of Brookline, Massachusetts, to Dr. Charles H. Allman, of Boston, Massachusetts.

CAMBRIDGE

Shreve-McGuckin—Miss Jane Shreve, daughter of Mr. and Mrs. Henry Mason Shreve, of Cambridge, Massachusetts, to Mr. William Criss McGuckin, of Lincoln, Massachusetts, son of Mrs. George L. Catlin, of Whitefield, New Hampshire, and of Mr. Benjamin Floyd McGuckin, of New York.

FALL RIVER

Slade-Jansen—Miss Hope Slade, daughter of Mr. and Mrs. Everett N. Slade, to Mr. Thomas E. Jansen, junior, of Boston, Massachusetts, son of Mr. and Mrs. Thomas E. Jansen, of Washington, D. C.

HUDSON

Henry-Welles—Miss Anne Olcott Henry, daughter of Mr. and Mrs. Lewis Henry, of Elmira, New York, to Mr. Gillett Welles, junior, son of Mr. and Mrs. Gillett Welles, of Hudson, Ohio.

PHILADELPHIA

Batley-Frazier—Miss Dorothy Batley, daughter of Mr. and Mrs. Richard Clarkson Batley, of Harrisburg, Pennsylvania, to Dr. William Doane Frazier, son of Dr. Charles Harrison Frazier, of Chestnut Hill, Pennsylvania.

Bright-Burkham—Miss Sarah Gilpin Bright, daughter of Mr. and Mrs. Stanley Bright, of "Cedar Hill Farm," Reading, Pennsylvania, to Mr. Robert Burkham, son of the late Colonel Robert Burkham and Mrs. Burkham.

Wright-Hand—Miss Mary Elizabeth Wright, daughter of Mr. and Mrs. Craig T. Wright, of Des Moines, Iowa, to Mr. Alfred Hand, junior, of Riverside, Illinois, son of Dr. Alfred Hand and Mrs. Hand, of Philadelphia, Pennsylvania.

PITTSBURGH

Breck-Carter—Mrs. Dorothy Weir Breck, of New York, daughter of Mrs. M. Kline Weir and of Mr. Ernest Tener Weir, of Pittsburgh, Pennsylvania, to Lieutenant C. Coleman Carter, of Fortress Monroe, Virginia, son of Colonel Clifton Carrol Carter and Mrs. Carter, of West Point, New York.

McCauley-Mellon—Mrs. Constance Prosser McCauley, daughter of Mr. and Mrs. Seward Prosser, of Englewood, New Jersey, to Mr. Richard K. Mellon, son of the late Richard Beatty Mellon and Mrs. Mellon, of Pittsburgh, Pennsylvania.

READING

Heizmann-Long—Miss Anne Leinbach Heizmann, daughter of Mr. and Mrs. William Albert Heizmann, of Wyomissing, Pennsylvania, to Mr. George Leinbach Long, son of the late Clarence Long and Mrs. Long.

ENGAGEMENTS

SAN ANTONIO

Davis-Austin—Miss Mary Elizabeth Davis, daughter of Mr. and Mrs. Frank C. Davis, to Mr. Edward H. Austin.

SYRACUSE

Durston-Emerick—Miss Anne Marlette Durston, daughter of Mr. and Mrs. Alfred Goldsmith Durston, of Syracuse, New York, to Mr. Stanley F. Emerick, son of Mr. and Mrs. Stanley Emerick, of Oswego, New York.

TORONTO, ONTARIO

Burns-Eaton—Miss Constance Isobel Burns, daughter of Mr. and Mrs. Herbert D. Burns, of Toronto, to Mr. Bruce Grant Eaton, junior, of Buffalo, New York, son of Mr. and Mrs. Bruce Grant Eaton, of Eaton, Colorado.

Parmenter-Radcliff—Miss Joan Frances Parmenter, daughter of Mr. and Mrs. Reginald Holland Parmenter, to Mr. Charles Campbell Radcliff, son of the late William E. Radcliff and Mrs. Radcliff.

TROY

Hull-Curry—Miss Carolyn Brightman Hull, daughter of Mrs. Thurman Hull, to Mr. Nolan A. Curry, son of Mrs. O. A. Curry, of Indianapolis, Indiana.

WEDDINGS

NEW YORK

Bogert-Milbank—On April 25, in Saint James's Church, Mr. H. Lawrence Bogert, junior, son of Mr. and Mrs. Henry L. Bogert, and Miss Margaret Milbank, daughter of Mr. and Mrs. Jeremiah Milbank.

Roelker-Khayatt—On March 25, in the New York Avenue Presbyterian Church, Washington, D. C., Mr. Frederick Edmonds Coudert Roelker, of New York, son of the late William Greene Roelker, and Miss Naila Khayatt, daughter of the late Senator H. H. Khayatt and Mrs. Khayatt, of Cairo, Egypt, and New York.

Ross-Miller—On April 18, in Washington, D. C., Mr. Malcolm Ross, of Washington, D. C., son of the late Mr. and Mrs. William Ross, and Miss Camille Miller, daughter of Mr. and Mrs. George Clinton Miller, of New York.

Symmers-Baruch—On April 25, Mr. William Garth Symmers, son of the late James Keith Symmers and Mrs. Symmers, of University, Virginia, and Miss Marina Rosemary Baruch, daughter of Dr. Herman B. Baruch, of New York.

Van Norden-Crane—On April 18, in the Madison Avenue Presbyterian Church, Mr. Duncan Van Norden, son of Mr. and Mrs. Ottomar H. Van Norden, and Miss Rebecca Fox Crane, daughter of Mr. and Mrs. Clinton Hoadley Crane.



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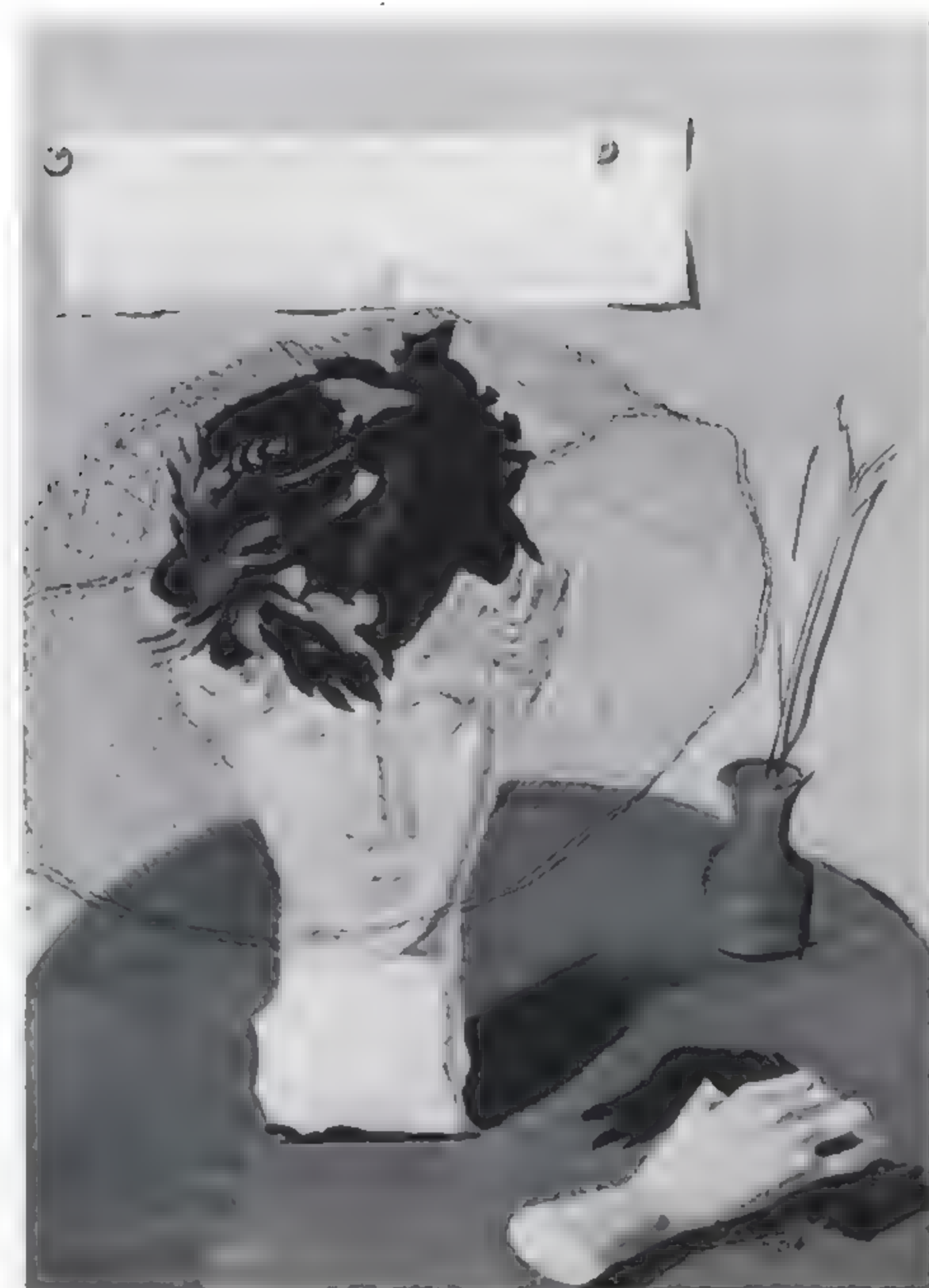
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MAY 1, 1936

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FOR THE CURRENT COVER OF THIS ISSUE, WILLAUMEZ PITS A CLASSIC HEAD AND HAND OF PLASTER AGAINST THE MODERNITY OF LOUISE BOURBON'S FRIVOLOUS TOP-KNOT. THIS IS A HAT AS YOUNG AS SPRING: A SHALLOW BOWL OF BLACK TRANSPARENT STRAW, DECKED WITH MODERNISTIC FLOWERS AND LEAVES CUT OUT OF VELVET AND ENCIRCLED BY A CRISP HALO OF MESH. BERGDORF GOODMAN

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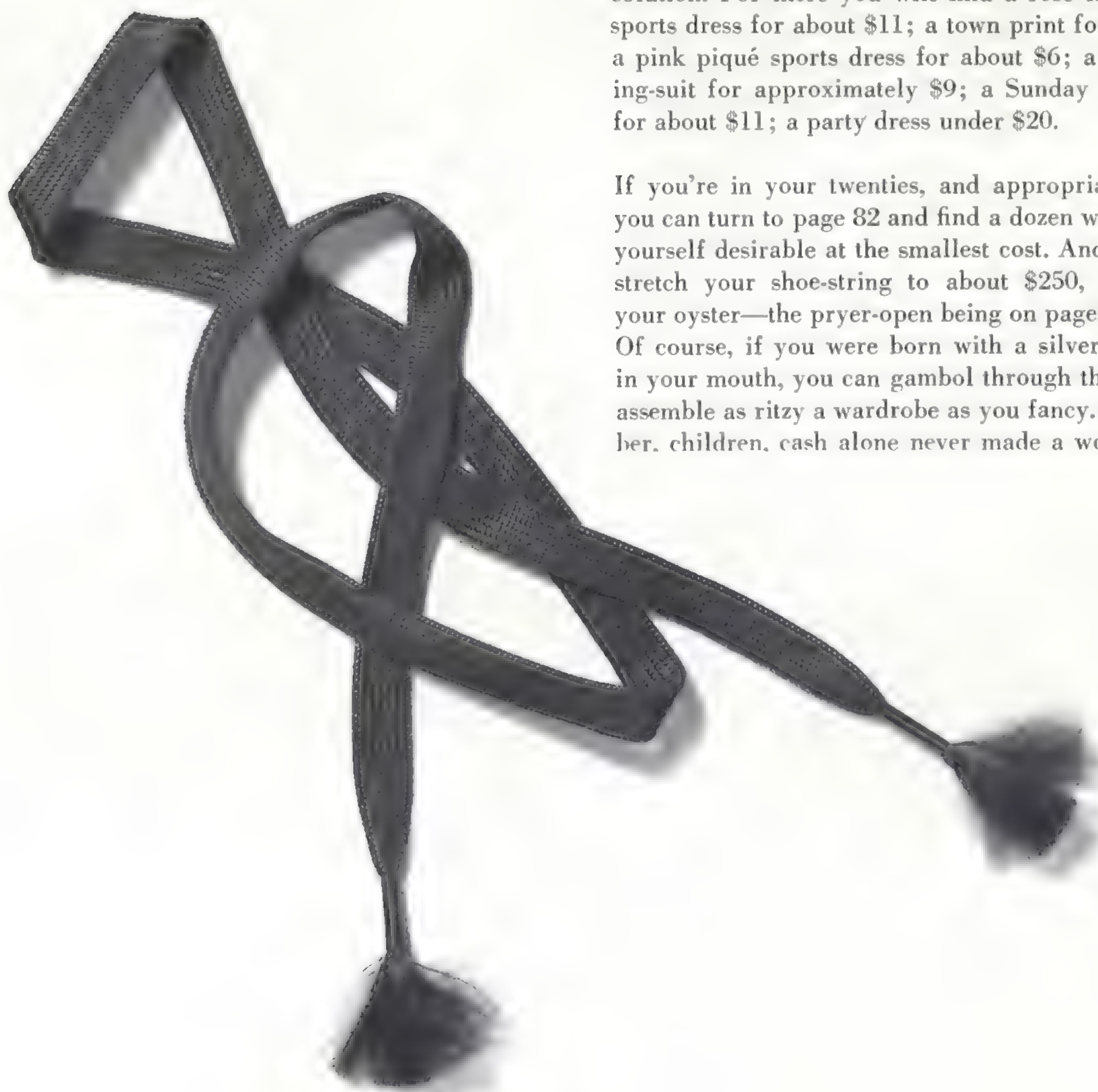
VOGUE'S-EYE VIEW OF A LIMITED INCOME

And what, you say, might that tangle at the bottom of the page mean? We don't blame you for asking. It's a shoe-string. And it's what you say you're on. Stretched end to end, the number of shoe-strings people are on would reach ten times around the world. For shoe-strings have so many uses. "I'm going abroad on a shoe-string." "I'm buying my spring wardrobe on a shoe-string." Now what exactly is this fabulous, variable, and apparently universal thing?

A shoe-string has no absolute value. It doesn't mean fifty dollars or a hundred dollars or five hundred dollars, but it might mean all. What a rich woman calls a shoe-string might keep a poor one for a year. All of which means that when we cater to the "limited income" (i.e., shoe-string), we're not showing you the cheapest things you can buy, but the best values you can get for the amount of money you have to spend. Taste, we insist, can turn a shoe-string into a gold purse.

Suppose you're a very young thing of fourteen or so, under oath to keep your summer-clothes budget under \$75, say, but nevertheless as keen on chic as the youngsters in our lead article. Two pages, 88 and 89, are your solution. For there you will find a rose linen culotte sports dress for about \$11; a town print for \$12 or so, a pink piqué sports dress for about \$6; a linen bathing-suit for approximately \$9; a Sunday lunch dress for about \$11; a party dress under \$20.

If you're in your twenties, and appropriately broke, you can turn to page 82 and find a dozen ways to make yourself desirable at the smallest cost. And if you can stretch your shoe-string to about \$250, the world's your oyster—the pryer-open being on pages 84 and 85. Of course, if you were born with a silver shoe-string in your mouth, you can gambol through this issue and assemble as ritzy a wardrobe as you fancy. But remember, children, cash alone never made a woman smart.





"THE LITTLE GIRL IN THE BIG HAT" BY MARY CASSATT

How old is fifteen?

BY RUTH PICKERING

THEY will take it on the chin from their contemporaries, but parent pressure must be a feather touch. They are bold as brass when travelling in a pack with their classmates—sliding down banisters in a moving-picture house, laughing boisterously in a street-car—, but they are tremulous as doves on the dance floor. Popularity is their goal.

Jumping the hazards at a dance is the beginning of their independence. Here is the training camp of their future, quite as much as learning of Caesar's march through Gaul. And they go forth with pretty faces glowing, dressed in the newest (preferably backless) twenty-five dollar dresses, with quips and mannerisms for weapons. Don't be a dope. Don't talk about the opera, especially if you've never been, but talk. If your skin is not in its prime, laugh. If you are tall and your partner short, laugh. Laugh with restraint, don't giggle. This is not only a party, but also a struggle for survival. The girl who comes away burdened with flowers that were favours will be happy, but she will have the philosophy to say: "The stags are sheep. Once you get started, they all rush you. Another night, they might never notice me."

Should parents, with their foggy notions, interfere—that ball of popularity, on which their eyes are glued, may be muffed through the inquisition and prudishness of the aged. In New York City, 1936, on a day when conventional formulas are hard to find, the ancient right of youthful exploration spars with the right to adult protection.

With the title of sub-débutante, because they attend the private schools and their mothers have gone through the rigamarole for invitations to subscription dances, they are like all children at adolescence. Over the social customs occur the dramatic skirmishes between parent and neophyte. Boys and girls meeting for the first time in their lives outside the home, in that terrifying wilderness of the city, have new wills of their own. Shall your daughter dine with a boy publicly before going on to the theatre? No, they will dine at his or her house. Shall they go to the theatre alone? Shall they go

MARY CASSATT is rightly considered the greatest of American women painters. Born in Pittsburgh in 1855 of a prosperous family—her brother, Alexander Cassatt, was President of the Pennsylvania Railroad—she first studied painting in Philadelphia; then in Spain; then with Degas (his only pupil) in Paris—her adopted home. From the '80s to 1915 (when illness and, later, blindness overtook her) she exhibited in France with Monet, Renoir, Sisley, and the rest of the Impressionist Group; and made several trips to America, painting the children of socially prominent families. She died in France in 1927. (Painting reproduced by courtesy of Durand-Ruel)



THEY GO TO SCHOOL



THEY GO TO DANCES



THEY SHOP—AND GOSSIP



THEY FLIRT—WITH HUMOUR

after the theatre to dance? No. Shall they leave a party together or separately, the girl under guard? You must answer that for yourself. No, no, no, is bad for both sides to the controversy.

Mrs. White has gone through the somewhat embarrassing preliminaries of getting Cornelia invited to, say, the Holiday or the Cosmopolitan Dances. She has dropped her sprig on the door-step of the hall, abandoned her to fate, and settled down at home, smug with the thought that the child can be gay in innocent surroundings. The telephone rings at midnight: "May I go on to Essex House for a little while? Every one is going." Mrs. White, if she is indulgent, may waver; if she is uncompromisingly strong-minded, say no. This was not in the bond. The "every one" is persuasive.

Mrs. Strong, on the other hand, inoculated her children with an antitoxin. When the hour grew late and the return at last came, Mrs. Strong put on her coat and hat and said: "Now you shall know what it means to wait and worry." She left the house all night. Anxious young faces were watching for her long after dawn.

But the young want early independence if possible. Visions of stomping into Harlem Jungles or Village Pirate's Dens are mirages on the horizon of complete liberty. Failing that, a supper at Child's after a party or a few extra dances in the Persian Room, all on their own, would do. They crave the outposts of New York because it is rumoured that there collegians



THEY TEA-DANCE AT THE PLAZA



THEY PLAY HARD AND FAST

forgather, those free-moving, elderly contemporaries. One dash into such forbidden territory serves as a badge of coming-of-age.

Sophistication is the ambition. Sophistication is their own frequently used word. More years are added to ages between fourteen and seventeen than can ever be discreetly removed at twenty-five. A girl will turn in disdain from a little fellow of her own age. WHY? "Well, boys our own age are so shy. We have to do all the talking. Older boys know how to carry on a conversation. And none of the boys know how to dance. We learn all the fancy steps and never get a chance to use them." And the boy who captures a girl two years older is a hero to his classmates. One wonders how they ever get together. This craving for the higher-age brackets makes them all peculiarly sensitive to marks of childhood—like governesses, parents, and early hours. (Continued on page 146)



HATS AND DRESSES, HATTIE CARNEGIE; I. MAGNIN, CALIFORNIA

COCK-EYED SAILORS

Tilt them. Tilt them with abandon. Over your nose or ear. Spring sailors are meant to be cock-eyed. And see the foolish peasant crown on the first, a hat of challis, worn with a challis-girded sheer black dress. Peasant-crowned, too, is the second hat, of Leghorn. Hyacinth-printed dress. Jewels from Tiffany and Company

There's a sharp 45° list to this shiny straw sailor. It goes that way automatically because the crown is set crooked-wise. The brim is faced with taffeta. The suit is of checked sheer crêpe; Estelle-Mildred. All jewels, including that ingenious black enamel bracelet with removable clips, from Tiffany and Company

STEICHEN

HAT FROM LILLY DACHÉ; MARSHALL FIELD; BULLOCK'S-WILSHIRE



- Hats ingratiatingly frivolous—and significant. Mark their dipping brims; their devotion to flower trimming
- Below: Maria Guy's green straw, white lilac, red poppy adorned. From Bonwit Teller; Bullock's-Wilshire
- Right: Red carnations, grass, ribbons, on Louise Bourbon's shantung straw. From Rilla Marie; J. W. Robinson
- Lower right: Louise Bourbon's blue felt, out of a Watteau canvas. Tiny field-flowers zigzag over the crown





- Top: To the tip of your nose and the nape of your neck dips the brim of Talbot's printed tulle caprice. Mother-of-pearl flowers head it. Bonwit Teller
- Centre: Suzy stacks layers of blue and violet mousseline for this; lines the brim with reddish-violet; garlands with anemones and cherries. Jay-Thorpe
- Huge daisies gallivant over Suzy's white grosgrain toque. Jay-Thorpe



This is the answer to a gardener's dream. An apron of striped jute—equipped with every convenience: a rubberized knee-pad, huge pockets, tabs for raffia, and clips to anchor shears and gloves; Fortnum and Mason; Bullock's-Wilshire

Me and my garden

BY ISABEL PATERSON

THE daffodils came up on February twenty-sixth. They are planted at the north end of the house. Not a ray of sunshine reaches them even in midsummer. Since January, there had been a foot of snow on the ground. There was a space of two or three inches between the wall and the snowdrift; and at the bottom of this icy crevasse those idiot daffodils sprang up, a burst of the purest optimism. Their ears froze solid. They went right on growing, apparently thawing slightly during the day and freezing again every night for the next two weeks. They bloomed weeks ahead of schedule.

When I planted them, I knew it was the wrong place for flowers, even though I am blankly ignorant of gardening. I couldn't help it. They had to go somewhere. The fact is, I haven't got a garden, because I have too much land. With six acres, one has no room for a garden. Naturally, the more land you have the more things there will be already growing on it. All my time outdoors is spent wandering about with a forlorn seedling or a homeless bulb, looking for an unoccupied inch of earth in which to bury the poor thing.

What the beginner wants, of course, is fool-proof flowers. I have discovered that among annuals the zinnia is the answer. Two dozen zinnia seedlings, an investment of about a dollar and a half at a nursery, poked into the ground at random, with no further effort, repaid about a million per cent., in a three months' riot of colour. The zinnia as a cut flower also has an elegiac charm in its last hours, when it puts on a delicate edge of black around each petal, like a beautiful young widow in very chic mourning. And, for idiot's delight, there's nothing like the petunia. Phlox is another obliging flower that takes care of itself.

Pansies are the next easiest to grow. Do not be misled by their innocent faces; all they think of is bone-meal. Supply them with bone-meal once a month or so, and keep their feet covered—hill up the earth around the roots from time to time—and pick them every day. Most flowers possess the amiable trait of liking to be picked. Morning-glories are obliging to the amateur gardener, asking nothing but to be planted. And almost all kinds of bulbs are really simple; put them in somewhere and forget about them, and there they are in the spring. The truth is that amateur gardeners like to make a fuss about difficulties to give themselves importance.

Anyhow, the flowering shrubs are practically indestructible. I point with pride to hedges of lilac, bridal-

wreath, forsythia, bush-honeysuckle, and syringa, just as if I had done it all, though they were there for thirty years before I was. I understand that some people spray their lilac bushes, but I have no intention of setting such a precedent with mine; they might get to expect it. And I don't know what more they could do in the way of blooming than they do already. To possess a few flowering shrubs is to be saved by grace.

Of course, the garden was the main idea, when I decided to live in the country. I intended, as so many people do, to acquire a small cottage, in need of repair, situated on a piece of land about—about—oh, well, you know how big an imaginary piece of land is. It is just large enough to grow whatever you want with no space left over, but, if you think of something more later, there will be ample accommodation for it. A few indispensable forms of vegetation will be already established, such as a lilac bush and a gnarled apple-tree. The rest of the ground will be ready and waiting for whatever the seed catalogues suggest. Instead, I acquired six acres, heavily forested for the most part, with a bit of swamp, dense jungles of sumac and brier, and a thick perennial carpet of poison-ivy and taxes.

The house is in the wrong place, too. I know, because I put it there. The house, I think, is where the garden ought to be. Or something. Anyhow, the garden is missing. It would be more convenient to have a real garden, because I step on plants while they are young and tender, as I stroll to and fro thinking beautiful thoughts about Nature. If I had the flowers laid out in neat rows (laid out would be exactly the word) I could walk straight down row after row, and save time. That is not precisely my object, but, since it works out that way, I might as well do it efficiently. As it is, I try to hide the flowers from myself, secreting them behind rocks and trees. I manage to step on a good many of them just the same, but at least this attempt gives them a break.

These efforts at concealment of the plants are sometimes too successful. I forget where I put them. And if ever I do discover them again, I can't remember what they are. Of course, I mark them with little sticks bearing labels, but the rain washes out the labels. If the flower survives, sometimes I can identify it, and sometimes it turns out to be a weed. I have various garden books, including a volume that explains all the more prominent wild flowers; and I study the books (Continued on page 128)



LUCILE PARAY DRESS IMPORTED BY CHEZ NINON; J. MAGNIN, CALIFORNIA

CECIL BEATON

CHIFFON IS DRAMATIZED



BONWIT TELLER; I. MAGNIN, CALIFORNIA

- Above: Three white chiffon dresses that will create a dramatic impression on summer dance floors. The first is studded with flat pearl paillettes; the second sweeps its skirt fulness to the fore; the third trails spectacular angel wings in back and owns a wide insert of red chiffon at the waist
- Right: A flame chiffon dress with a wide gold corselette; Bonwit Teller. And an orange chiffon dress with braided shoulders; Bonwit Teller; I. Magnin, California. The head-dress was designed by Tchelitchev
- Opposite page: Triple exposure of Lucile Paray's enchantingly twisted dress of flesh-pink chiffon, its skirt corded at the hem. Jewels from Paul Flato





NELSON



"ERRANTE"

Being a frieze from that extraordinary ballet performed at the Metropolitan Opera House twice this spring by the American Ballet. In it, a woman — symbolically weighted by a stage-long train of satin — desperately tries to flee from the encroaching spectres of her fears and passions. Thanks to Tchelitchew's inspired colours, and Balanchine's brilliant direction, "Errante" is a truly exciting dance-vision



BURRELL

PAULETTE GODDARD

THE GAMINE OF "MODERN TIMES," IN JAECKEL'S DAZZLING WHITE FOX COAT

HOLLYWOOD BOGY



LUISE RAINER, STAR OF "THE GREAT ZIEGFELD"

THOSE persons who early in this last theatrical season began wringing their hands and weeping loudly into their beer over the strangle-hold that the moving-pictures were about to get on the dramatic stage may, now that the season is over and the returns are in, recompose themselves. Not only have the picture folk failed, whatever their intention, to make the slightest indentation in that stage, but it becomes increasingly evident that, if there is any indentation to be reckoned with, it is the stage that more and more is making it in the pictures.

Looking over the season's records, we find that the chief and most obnoxious thing that the movies have done to the theatre has been the contribution of a considerable fortune in the way of money toward the production of plays. That ignominious act, it seems to me, may hardly be viewed in the light of a particular outrage. For among the plays which the very welcome money has made possible have been some of the most estimable and thoroughly interesting of the year. If movie money has occasionally been behind such dishes of scrapple as "The Body Beautiful" and "Play, Genius, Play!", it should not be overlooked that it has, at the same time, also been behind such worthy productions as "Winterset" and "Ethan Frome." And if Hollywood hoodle has here and there offered itself as backing for such litter as "Sweet Mystery of Life" and "Good Men and True," it should not be forgotten that it also made possible the production of such plays as "Pride and Prejudice" and "Boy Meets

Girl." Furthermore, while Hollywood is being denounced for putting its theoretically filthy money into the theatre and bringing into the theatre various doses of trash, thus contaminating the proud art of drama, let the indignantos pause and reflect that such great masterpieces of that art as "Satellite," "Truly Valiant," "Alice Takat," "The Devil of Pei-Ling," "This Our House," "Moon over Mulberry Street," "Mulatto," "Strip Girl," "Triumph," "If This Be Treason," "Crime Marches On," "The Fields Beyond," and a lot of similar exhibits were put on with pure and holy theatrical money that was not in the least tainted with the finger-prints of Louis B. Mayer, Sam Goldwyn, the Warner brothers, or any other such low lens gentlemen.

Surveying the gloomiest side of the picture as painted by the arbitrary anti-Hollywood howlers, we are confronted by the uneasy fact that while Hollywood's Irving Thalberg put up the money for Philip Barry's "Bright Star," neither he nor any other sniffed-at movie mentality put up even a counterfeit dime for Laura Walker's "Among Those Sailing." And we are simultaneously confronted by the doubly uneasy fact that, though "Bright Star" was far from being reputable drama, only a thirty-third degree moron would argue that it wasn't one hundred and thirty-three times more reputable in every respect than "Among Those Sailing." In the same way, while it was the combined aesthetic mentality of Hollywood's Messrs. Schulberg and Gering that discerned a high and beautiful dramatic quality in (Continued on page 114b)

BY
GEORGE JEAN NATHAN



Land's End

Alpaca is the current idol in beach fabrics. A modern Celanese alpaca that is a remarkable amphibian—ideal in the water for bathing-suits, ideal out of the water for beach clothes. Above is a dazzling white beach coat of it—and, although it looks crisp and starched, it is surprisingly soft. More news about this coat is its length, its fly-front closing, and its stand-up collar. Altman; Marshall Field; J. W. Robinson.

The one-piece bathing-suit opposite, poised on the edge of nowhere, again confirms the charms of alpaca combined with distinguished tailoring. The white revers, snug waist, and pleated pants give it a "finished" quality; Saks-Fifth Avenue, New York and Chicago. While on the subject of sea-apparel, may we exhort you not to wear beach shoes with highish heels? They smack of news-reel beauty contests, and somehow don't belong. As for sunburn, don't be fanatic either way. Moderation is again the word, and café-au-lait the wisest goal





Checked gingham dress
and panties; Bonwit Teller

Striped pique With square
scallops; Miss L Brogan

Boy's cotton bolero Suit;
Bonwit Teller

Puffed sleeved linen dress
with gay cherry Buttons;

Saks - Fifth Avenue



Hand blocked linen dress; Bloomingdale
 Dotted Swiss, nicely embroidered; Altman
 Striped cotton shirt; linen shorts; Best
 Pink piqué bolero and pleated skirt, with
 linen blouse; John Wanamaker
 Imported white organdy; Lord and Taylor



IMPOSSIBLE INTERVIEW--ANTHONY EDEN VS. HEYWOOD BROUN

Mental fashions for men

BY LAMAR MIDDLETON

ELDER statesmen and lesser diplomatic fry are prone to think, in that rarefied, astral plane where they believe they cerebrate, that variations between nations and peoples are political only—matters of naval tonnages, preferential tariffs, and such tiresome abstractions.

The truth is, of course, that dissimilarities among nations are exclusively human. One which, I believe, illustrates graphically the temperamental chasms between races is the antipodal views of men, on either side of the Atlantic, toward women's clothes.

By virtue of his increasing familiarity with Europe, his spanning radio, his book club and kindred pieties of Culture, the American has begun to regard himself as an urbane biped who suspects that Picasso is not Latin for trout, nor Stravinsky a *cause célèbre* in France. But he still believes, to the astonishment of the European and the Frenchman in particular, that any male who has even an oblique acquaintance with women's clothes is an example of fop-pish decadence and glandular maladjustment.

He is, in fine, a menace to society, ripe for psychiatry.

How is it that the ubiquitous gentleman known as the average American has arrived at this credo? Why does he flee, as from the plague, from (a) acquiring any knowledge of his women's clothes or (b), if he has any, admitting it?

In Paris, a short time ago, a French newspaper man and I were discussing this American inhibition over our triple-taxed apéritifs in a café on the Champs-Élysées. I will be shunned as a leper in Grand Rapids, let us say, for admitting it, but we had just come from an opening at Lanvin's. The subject arose when the Frenchman asked, with reasonable temper, why his American colleague collapsed with laughter in the midst of a technical description of the line of some frock which had given him the germ for his *feuilleton* in to-morrow's *Echo de Paris*. I apologized to that ruffled gentle-

man of the Paris press, and explained that the incongruity of any American discussing women's fashions seriously had struck my coarse sense of humour.

And I sought to explain that apparent impropriety.

American men had, for one thing, a stubborn Puritan heritage, a Calvinist twist to their mentality that, consciously or otherwise, decreed that women's clothes were vaguely immoral; and when the *Echo de Paris* looked his incredulity, I suggested, if this was unconvincing, that perhaps it was because a nation carved originally by tree-felling, Indian-potting pioneers of impertinent virility still believed that women, while all very decorative in the kitchen and adequate biologically, were not major concerns in the tough fabric of life—their interests were flippant and earthy, and to dismiss them the Americano simulated an adoration and a reverence he was far from feeling at heart. Their clothes, manifestly, were their toys. . . . Or try to square the facts yourself.

Came that typical Gallic shrug, the right shoulder lifted, arms raised with weary palms upward, a pitying angle of *que-voulez-vous?* along mouth and eyebrow. What could you do with such barbarians? French logic, philosophy, and the *Echo de Paris* were revolted.

Now who is this Frenchman who could provoke himself into a poetic lather over the line, length, and material of a woman's skirt? Physically, and in substantial measure mentally, he is typical of the masculine post-War generation in modern Gaul, of the middle class in the middle thirties. He is perhaps five-foot-ten, he has shoulders, waist, and thighs that remind you of a Jack Delaney—for which he must thank, in part, the rigours of twelve months in the French Army. He spends his Saturday afternoons playing amateur rugby at Argenteuil, outside Paris, and on Sundays he unnecessarily permits (although not always) Suzanne Lenglen at the (Continued on page 124)

EDEN VERSUS BROUN

BROUN: I can't help wondering where you'd be if you weren't such a natural for photographers. EDEN: No farther than you'd be, my dear fellow, if you weren't the caricaturists' heaven! BROUN: Well, any way you look at it, clothes make the front-page: You get there because you're the best-dressed man in the world, I because I'm the worst. EDEN: I don't suppose brains have anything to do with it? BROUN: People don't look at brains. It isn't the battle of Wagram they remember, it's Napoleon's hat. EDEN: And your ties! BROUN: Certainly! EDEN: Then I suppose I must thank my tailor for everything—BROUN: I thanked mine—for nothing!



COUNT ALBRECHT VON BISMARCK, MRS. HARRISON WILLIAMS, COUNTESS EDITH DI ZOPPOLA, MR. THOMAS SHEVLIN, MRS. ROBERT H. MCADOO, AND PRINCESS OTTO VON BISMARCK

CECIL BEATON



PRINCESS VON BISMARCK AND COUNTESS DI ZOPPOLA



THE MAYAN NUNNERY AT UXMAL

INVASION OF MEXICO



BY CECIL BEATON

UCATAN is no place for one, if hot baths and carefully served meals are indispensable. But the carved plumed serpent, the most recently discovered Toltec temple, the incredible jewellery made a thousand years before Christ, a million twittering love-birds making the trees entirely blue or yellow, a rower setting aside his oars, diving over into the turquoise water, and returning laden with scarlet starfish—these are some of the things in exchange for the comforts of our civilization. To enjoy Mexico, a thorough readjustment of standards is necessary, for Mexico is quickly becoming as socialistic as Russia to-day. The rich no longer exist. Haciendas have been taken away from their owners, divided up, and given to peasants apathetic to the cultivation of the land. Such things as efficiency, speed, and comfort are not easily attainable; but to compensate for infernal noise, not very good food, and certainly a closer acquaintance with the insect world, there are the glories of the past.

It was a large party that started off from Palm Beach, and although three is considered the ideal number of people for travelling, the eight of us had an entirely successful trip—stimulating, exciting, and strenuous. With the help of privately chartered planes, an enormous distance was covered during the three weeks away. First we went to Havana, where the music never stopped playing. At lunch, small boys would come in from the street and sing without ceasing, and at night, at La Frita, where the dancing is wild and primitive, the rhumba bands work to a frenzied climax. From Havana, we went by cruise boat to Progreso. Though the short journey was smooth, there was, inevitably, some seasickness, and the “get-together” man worked hard to produce the necessary convivial atmosphere among the passengers. At night, there was an amateur cabaret, and a rather horrible little girl of ten in a crimson dress did impersonations to a lukewarm audience. Later, the “get-together” man was heard consoling her: “It isn’t your fault if they don’t know whom you are imitating. (Continued on page 120)



PRINCESS OTTO VON BISMARCK AND MR. CECIL BEATON

BURNING QUESTIONS

AN X-RAY INTO OUR THOUGHTS ON
Money FAITH morality

BY JANET FLANNER

If the real fundamentals of life concerned vitamins, synthetic sun-rays, machinery, mileage, or margin, we Americans would be world beaters. We have the greatest general materialistic knowledgeability that ever has been or still is on the globe. We are expert at being experts; if we ever got the hang of holiness or meditation, we could probably be expert saints and philosophers.

Unfortunately, contemplation is not a form of mass production, saintliness not a matter of brisk efficiency, and civilized man's first great necessity is not plumbing. It is probably what the pre-plumbing era solemnly called the soul. Whatever it is, it is still solemn; it's still a small syllable standing for the larger questions as to what on earth we're doing with ourselves on earth; are we being Good or are we being Bad?—and it's no moment to laugh at the inquiry. Right now we're trying to judge which foreign nations seem most good, least bad. A mistake in the answer may toss us into a screaming, thunderous, gaseous destruction of our bodies and our properties, both of which we love so well.

It seems as if America, physically the youngest nation, is determined to stay that way spiritually. In fact, we're getting younger with every generation; unfortunately. Our forefathers—Thomas Jefferson, John Quincy Adams, Ben Franklin, Will Penn—were adult fellows who dealt, in a fresh way, with man's old problems of Human Rights, God, Nature, Democracy, Honour, Providence, Learning, and a Nobler Future for All; their faces, our Constitution, even the original city plan for the laying out of Washington, D. C., prove it. Our grandfathers of the Civil War, born amid the brave fight about Abolition (no matter what that is cowardly has happened to Negroes since), grew up deeply attached to God, and, though formal educations were few, respectful of knowledge. Our McKinley-voting fathers were only strong for going to church and college, which we suspected was something else again, and talked little of equal rights, being more interested in discriminatory tariffs.

To-day the generation out of Coolidge by (or for) Hoover, on the whole doesn't even mention God, except conversationally; definitely God is not discussed, pro or con. Even atheism, that fascinating exercise in dialectic for good tough minds, is *démodé*, nor is faith, let alone argument, any the better for it. As the only old idea (Continued on page 148)

TRANSPARENT TUNIC

Opposite: If you haven't been smitten by tunics before now, you will on sight of this. Cool crisp black net—shirred every few inches—springs out over a tube of black crêpe, casting shadows on shoulders and arms. Like a tiny ruff, a face-framing collar of net cups the chin. And girding the waist is a wide black patent leather belt. This model is from Bendel and from I. Magnin, California. Jewels are from Paul Flato







FIVE AGAINST THE HEAT

All through June, July, and August you'll wear these. For they're clothes made for hot days in town—cool, tailored with spirited simplicity, clipper-ship neat.

In profile, above: a natural silk-and-linen jacket flies out over a blue crêpe dress. B. Weinstein; Martha Weathered. Double-brim Panama; Gladys and Belle.

Centre: that unfailing combination—blue and white—for a linen coat and a sleeveless linen dress that's pleated in front. Panama sailor. Lichtenstein.

Right: a beige crêpe coat-dress, with S curves of open corded trimming, over a brown shirt-waist gilet. Rose Valois' brown straw hat. From Miss Carroll.

Far left: a natural linen coat tops a beige-and-white crêpe dress. The print is skittish—kittens' heads, whiskers and all! Turner's Gowns, Ltd.; Neiman-Marcus.

Left: Elizabeth Hawes crams yards of beige silk-and-linen into the skirt of this dress, and gathers them all under a bodice of the same fabric in black. The hat is another Hawes triumph—of natural coloured spiral-woven straw.

HELP!

when two servants are the limit

YOU often hear people say of some households that they "run themselves." There never was a more fallacious belief. If a house seems to run itself, it is because it is staffed by well-trained, willing servants. And behind the servants, there is a personality about which they revolve. In the great houses, this may be the majordomo, the butler, the housekeeper. In the smaller house, it is—it must be—the mistress of the house. The more you examine the workings of a well-run house, the more you realize how absolutely true this is.

Every one who has a bent for pleasant living knows how important it is to run a house successfully, and many, many of them write to *Vogue* about it. The house staffed with two servants is the phase that seems to concern them most. How should the work be apportioned? What sort of practical schedules can be evolved? How much service can be expected within reason? What is the correct way to dress these servants, especially the man in a couple? How do you train the untrained?

The beginning of the answers to all these questions lies in the moment you hire your servants. You go to the agency yourself the first time instead of telephoning, so the head of the agency really knows the type of person you will consider, and no time will be wasted on that score. And you always go to the same agency. In the initial interview with your prospective servants, the groundwork for all future agreement is laid. You ask them then and there if they are entirely willing to accept suggestions for your way of doing things, and, for the purpose of this interview, you are a very fussy person—indeed if you have the interest of your household at heart, you are that anyway. If the answer to this question is indifferent or faintly antagonistic, you are through—no matter how prepossessing the subject.

It is in the initial interview, too, that certain delicate points can be settled before the applicants are irrevocably yours. (We are presuming now that you are hiring well-trained servants, who need only to be instructed in your individual ways. Before this article is finished, we will launch courageously into the subject of "breaking in" the untrained.) One of the delicate subjects is the wearing of the cap. If a maid has been in a household where caps aren't worn, she may resent one. This can best be solved from the point of view of smartness. The maids in the smartest houses wear caps; well-turned-out maids on the stage wear caps; you always prefer your

maids to wear caps. Another point is the form of address. If the prospective servants don't address you naturally as Madame, or Mrs. Smith, a tactful way to solve that is by taking the agency into your confidence. They can say for you that they know Mrs. Smith likes to have her servants use Madame in addressing her. Another important point to settle with newcomers is their responsibility for any animals in your household, since it is to their mercy that your beloved Sandy will be entrusted much of the time. It is safe to say that a cook who turns up her nose at your Siamese prize-winner will never be a harmonious part of your house!

In the majority of smart houses run on the two-servant plan, the servants are women, a combination of cook and chambermaid-waitress or cook-waitress and chambermaid. Perhaps maids are encountered more frequently than couples, because any combination of women always allows for more ladies'-maid service. Every good housekeeper agrees that it is of the greatest assistance if you can get maids who are friends. Not only does harmony reign, but there is a pleasant sharing of duties and responsibilities that makes the house run smoother. This is not so difficult if you put your mind to it. Agencies often know of such duos, and every good maid knows another.

If you live in the country, the man-and-wife combination has many advantages, because a man can drive and take care of a car and do some work in the garden as well as serve, do heavy cleaning, and valet his master. The latter point is one too little emphasized in this country, where the American male is proverbially subservient to the female. Not only does a certain amount of valeting make a man's life happier, it prolongs the life of his clothes and keeps down tailor's bills. And in households where the man hunts, a man servant is almost a necessity. Incidentally, foreign couples who have been trained in good families on the Continent often prove especially successful in running a house. Continental wives train their servants meticulously, and, if you encounter any of these foreign prizes, it is usually well to snap them up.

A third combination seldom encountered, but occasionally enormously successful is two men servants—Chinese, Japanese, Filipinos. Many of these people are expert and devoted. They are used to serving women, even to maiding them, and it is perfectly proper that they do so. Carefully chosen, they are clean, quick, silent, and efficient. If you please them (Continued on page 134)



Agnes's cotton bandannas
in a turban and scarf
from Madame Pauline

Two glazed chintz squares;
Macy's Accessory Shop

(Right) B.V.D. slacks and
striped shirt; Bloomingdale

(Below) Hand-quilted cotton
mess jacket; Lord and Taylor

(Right) Hand-quilted
cotton dressing-gown
lined with red print;
Lord and Taylor



(Left) Checked cotton beach wrap;
Bloomingdale

(Below) Red linen band master
jacket with Talon fastener;
Lord and Taylor

Three bandannas
turban, scarf, purse;
Macy's Accessory Shop



Cultivate Cotton

White cotton ghillies;
Abercrombie and Fitch
Blue linen oxfords;
Bloomingdale





GRAFSTRÖM

DINNER-ENSEMBLE AND PATOU WRAP FROM BERGDORF GOODMAN



GOWN FROM BONWIT TELLER; I. MAGNIN, CALIFORNIA

STARCHED...SHEER...SHADOWY

There's only one thing missing in these pictures: a knight on a white charger. Because the clothes in them touch the high-water mark of romanticism and downright allure. Take the yellow marganza evening gown above. It's crisp, ruffled on the shoulders, high in front, very low in back, where a little bunch of crimson roses accents its limit

- On the opposite page, behold Patou's completely perfect summer evening wrap of blue starched chiffon double thick. The great cape sleeves and flaring skirt make for a tiny waist. The dusty-pink marganza next to it is a dinner-ensemble of infinite delicacy. The little frivolous peplum jacket (flower-bordered like the hem of the full bell skirt) hides a very low décolletage. All that is wanting, we repeat, is the knight

Whispers to a girl with nothing a year



3x3 nightgown



Sisters in penury: The items on these pages will inflate your ego but fool the public about your income. I stumbled on that Scotch cap - very Edward VIII. - in the children's department of Bloomingdale, for about \$3. (Right) I discovered a sports felt hat that you can pinch and shape into about nine lives. Trimble makes it for Saks-Fifth Avenue. About \$11, and worth it!

Have you three dollars? Any piece of summer chic sketched at the left can be yours.

First: (because I hate cheap silk nightgowns) a bright cotton shirt-waist one that's both effective and cool.

Second: Cotton India print pyjamas with stunning Persian coat. Smart enough to wear when you pour cocktails.

Third: Crisp white organdie blouse with ruff neck-line. Bloomingdale has all three of these treasures.

Three-in-one

Friends say my evening gowns multiply like rabbits.

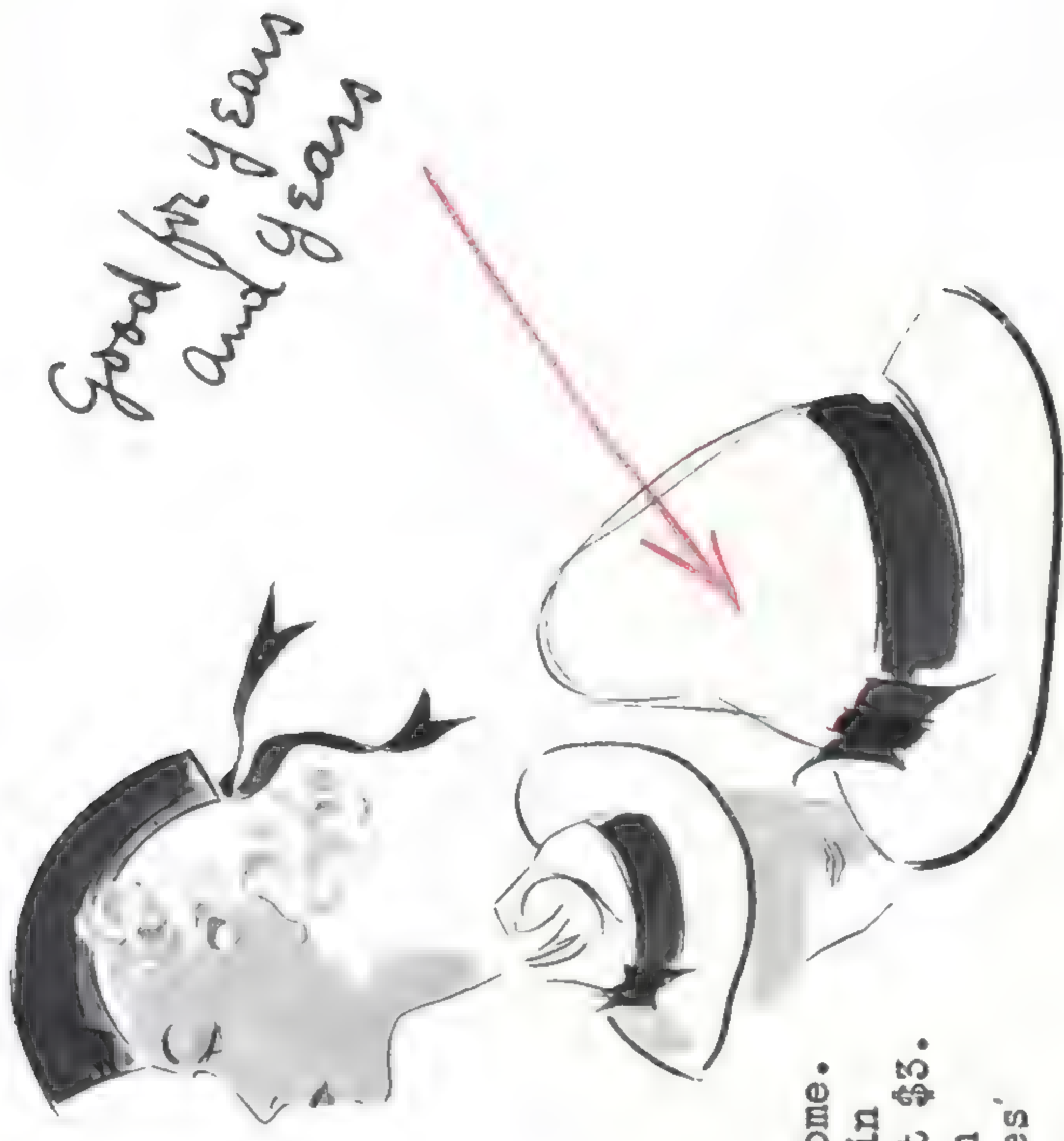
But I bought only one: a sheer black dress, slim and simple, that I'll wear for a long time without any one recognizing it.

Best and Company threw in with it (all for about \$40) a bright-printed tunic coat and big bunch of flowers.

(Right) Removing flowers, I add a three-yard sash (self-made) of flame chiffon; put on my best clips; and - a new dress!

Did you know that Macy's has copied

those Schiaparelli gem-studded hairpins, At A Price?



Good for years and years



New neck-lines

If you can't spend much on a coat, avoid fitted ones that need alterations. The box-coat at the left isn't cheap, but for about \$30, the blue wool is good, the cut excellent; Macy's. (Far left) Revive a dress with Macy's striped piqué scarf. (Below) Don't let all the bright chenille-dotted veiling go to your head. Tie a yard around your throat and clip it there. A Paris trick. Bloomingdale and others have a fine stock of veiling.

Everything about the crêpe tunic-dress at the left belies its price - about \$20; Best. Note its ring pattern, chic flare, simplicity. Extra shoes: Bloomingdale's patent leather sandals, around \$3. Mexican thong slippers in colours, around \$4; Abercrombie and Fitch. Finds at Kress and Woolworth; bright China silk squares (one illustrated left). Glass stars for your hair. Fruit boutonnières. Fine cuff-links.

Notice the yokes

Day and night coat

B 0 / 1111

Right: Almost a week-end wardrobe. A white silk "alpaca" coat over a printed shantung dress. About \$30, at Altman's. Life begins for the coat at 9 A. M., and it's perfect over an evening gown. Next to it, is a little-girl cotton frock to take along: white piqué, with a bright felt belt that is amusing to wear with other things. Around \$11; at Best's. At Bloomingdale, crochet gloves, navy-blue with white stitching, about \$2; and a white bag that looks like straw, about \$3

Happy holiday! Make it all a game....

Linda Pennyfew



NELSON



NO. 46	DATE May 10	1936	AMOUNTS DRAWN	
PAY TO Saks - Fifth Avenue				
FOR Quilted taffeta wrap			18	00
NO. 47	DATE	19		
PAY TO Jans Engel				
FOR Striped organza evening dress			19	75
NO. 48	DATE	19		
PAY TO Russick's				
FOR Black organza dinner-dress			40	00
TOTAL CHECKS DRAWN			77	75

MY LIMIT'S \$250

All right. \$250 is all you can spend this season. On these two pages and the next one, we show how to make the most of it. We even stay well under this amount, so that you'll have enough left over for accessories. Let's begin with the hat and dress photographed above, right. We discovered the black straw hat—untrimmed—at Bloomingdale. We trimmed it ourselves with yellow primroses under the brim in back. It all costs less than \$5! The green-and-white printed dress has a beautiful tunic and pleated point d'esprit at the neck. A find for about \$30; from Altman

On the opposite page, we stretch \$75 or so to cover your evening clothes. First, a creamy-white quilted tunic-coat, lined in green, that you can wear over anything; Saks-Fifth Avenue, New York and Chicago. For dancing, we picked that enchanting dress of gaily striped marganza with shoulder ruffles; from Jane Engel. And for dining in town, with or without a hat, that distinguished black organza dress with full elbow-length sleeves; from Russeks

On the following page, we round up more shrewd buys—totalling about \$100. The piqué hat—you can unbutton and launder like a collar; Best. With it is shown a brown-and-white dimity shirt-waist dress and piqué jacket that can two-time in town or country; Best. The third outfit on the next page includes a yellow-and-black chiffon dress and straw hat; Lord and Taylor. The fourth is a cape and dress of heavy sheer black crêpe, trimmed with black-and-white checks and worn with a white piqué sailor; Franklin Simon





		DATE	AMOUNTS DRAWN
NO. 49	PAY TO Best and Company	March 10 1936	
FOR	White picnic hat - white jacket and brown dotted dress		2 95
			17 95
NO. 50	PAY TO Lord and Taylor		
FOR	Printed chiffon dress - big straw hat		29 75
			8 75
NO. 51	PAY TO Franklin Simon		
FOR	Black sheer cape and dress		29 95
			8 95
			98 30



SUPPORTING CAST

Accessories are like minor parts in the theatre. Success often hinges on them. Here are a few that are brilliant supports.

1. Chunky gold and silver bracelets, to fetter your wrists; Bonwit Teller
2. First in this trio of belts is fifty per cent. brown leather, fifty per cent. plaited natural coloured string. The second is of brown calf, with a tiny suède knapsack attached to carry golf tees, score-card, and powder-case, handy as you please. Ditto for the last belt. In this, both pocket and belt are of navy-blue leather. All from Bonwit Teller
3. A ribbed silver powder-case with the suave finish of a jeweller's piece. Studs of gold smack down the centre of the top. Bonwit Teller
4. Stitched suède gloves and bag in soft mustard; Bergdorf Goodman
5. Traveller's aid and joy: a stitched bag, a passport-case, a cigarette lighter, uniformly done up in navy-blue leather; Mark Cross
6. A superb red and blue stitched leather compact case, fortified with leather fittings; Bonwit Teller
7. Pleats of white pigskin line up for this bag; Bergdorf Goodman
8. An absolutely square evening bag of red satin, stitched every half-inch. Bergdorf Goodman has this



4



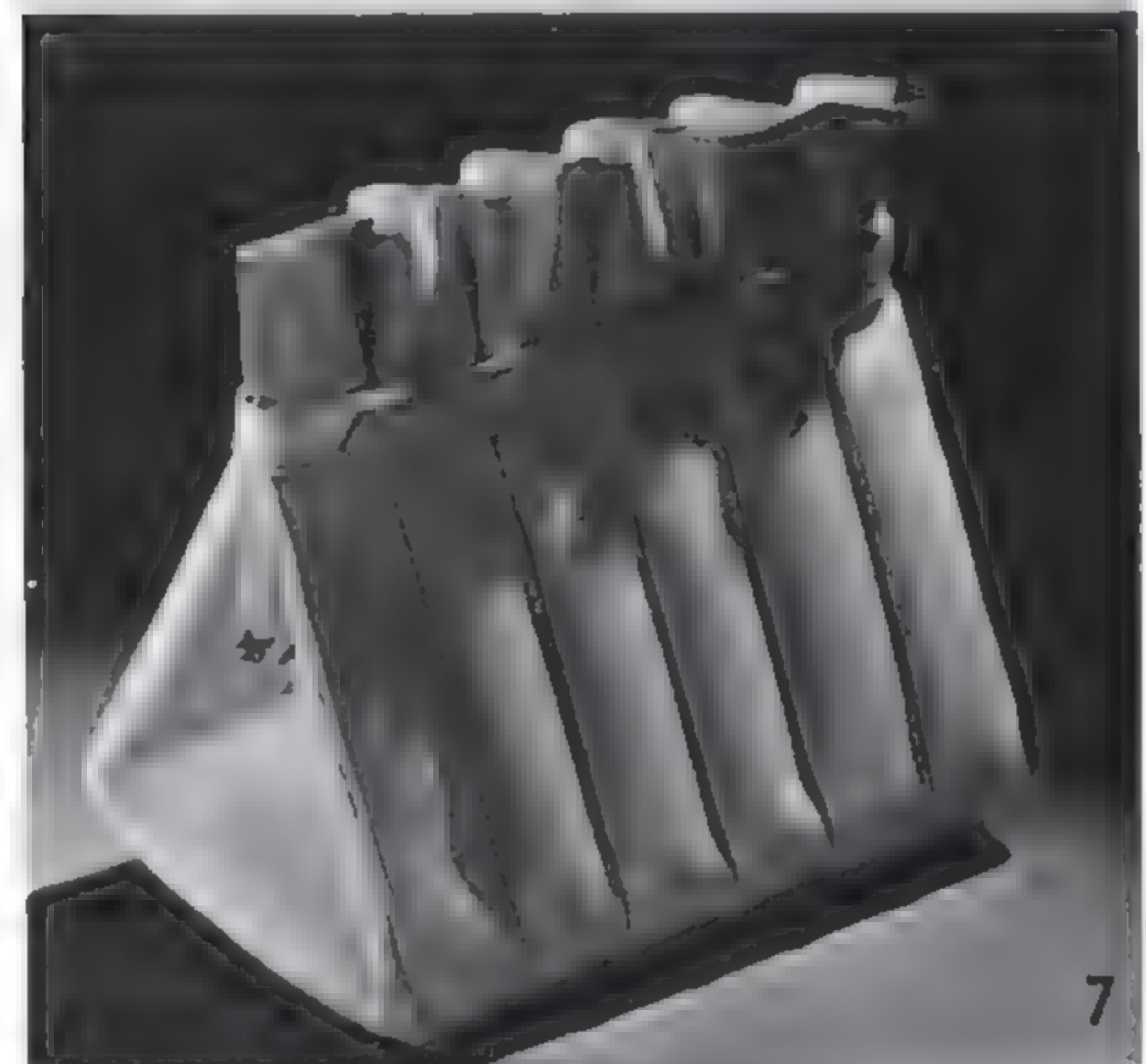
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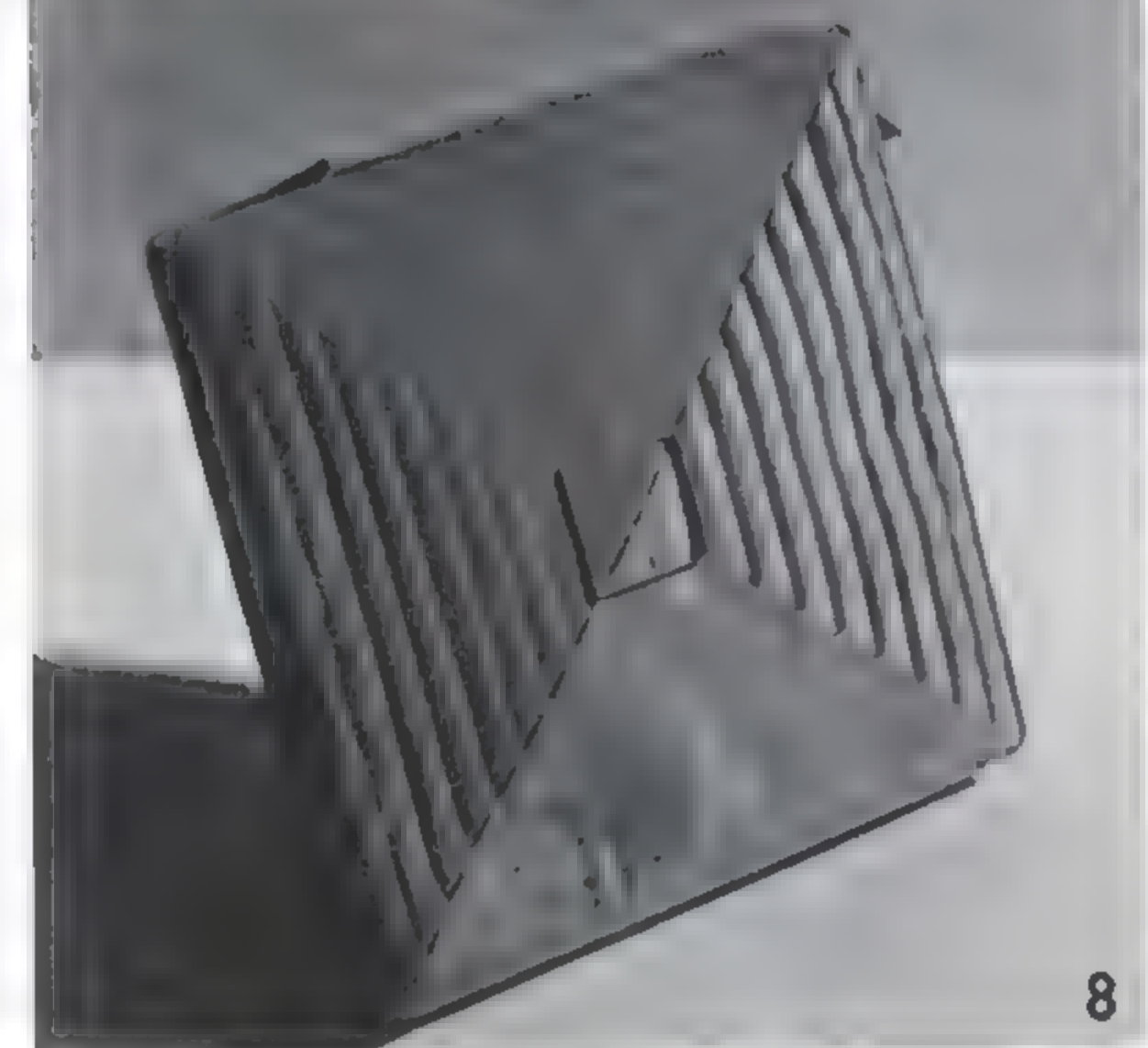
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7



2



8

NELSON



3

For Awkward Ladies



Culotte dress of rose
air-spun linen; Bonwit Teller;
I. Magnin, California



New shoulders on a
printed silk dress; Best;
I. Magnin, California



Bragin.

Frivolous but frugal—
blue linen with pink yoke
and cape. About \$20. Best



White linen beach coat,
red and white cotton bathing
suit. About \$20. Russeks



White pique, gingham borders.
Enormous glamour for
about \$20. Altman



Bolero suit of spun rayon linen,
white dotted Swiss blouse.
About \$11. Lord and Taylor



Pink piqué dress
for next to nothing. Best
I. Magnin, California



Black linen bathing-
suit, rickrack edges.
About \$9. Best



White linen culotte
green bolero. Lord and Taylor,
I. Magnin, California



Blue-and-white dotted
piqué dress. Lord and Taylor,
I. Magnin, California

and Little Purses



THE SOCIETY SNAP-MAN OF 1905, MODESTLY CLAD IN A NIGHTSHIRT



BARONESS W, EXPELLED FROM LONG BEACH BECAUSE OF THIS LEWD SUIT

THE FIRST CANDID CAMERA

PAUL THOMPSON PHOTOS



ELEGANT ATTITUDE OF YE COMPLEAT CLAM-DIGGER

ALL this brouhaha about the miracles of the modern candid camera is to no point. Nothing could have been more fatally candid than the good old recording crates of 1905 and thereabouts. Herewith, some proofs—savage or comic as the case may be. Like the grave, the candid camera levels all alike. The cook is treated no less kindly than the society dowager. The impish, wicked lens captures the human face and form in some of their weakest moments, preserving them for a delighted and equally impish posterity.



HIGH MOMENT FOR THE GAY DOG IN THE FRONT SEAT



MRS. HERMANN OELRICHS, AT BELMONT



WHAT! TENNIS IN BATHING-SUITS?



THE MISSES VANDERBILT, AMUSED



THE LAZY LIFE—COLLEGE GIRLS HOLIDAYING IN 1906



MRS. THEO HAVEMEYER (LEFT)
AND FRIEND, SCRUTINIZING



NELSON

"SHE'S GOING TO HAVE A BABY"



YOU'VE seen this lovely girl before. She is one of the beauties who again and again have posed for Vogue's photographs. A year or so ago she married, and soon she's going to have a baby. To be exact . . . in two months (when these photographs were taken). When we heard about it, we had an idea. Would she . . . would she please pose at this time to prove a contention of ours that having a baby can go hand in hand with a chic appearance?

She was reluctant at first. Then she finally consented—partly because she's deeply in sympathy with the idea, and partly because she just likes us. We haven't words enough for our gratitude, and the pictures (shown here) exceed our highest hopes. Lest you are sceptical, we give you our word of honour that not one photograph has been retouched. No pencil or air-brush has sliced off a single line. What is more, none of the dresses were made especially for this young woman. All were stock sizes taken from the special maternity departments of leading shops.

The intelligence that is being put into maternity clothes to-day is heart-warming. Scrapped entirely is the old theory that a conservative surplice dress in a gloomy dark colour is all you can wear. It is young women who are having babies, and young women want young current fashions. So you find, adapted to maternity needs, the fashions of the moment: full sleeves, capes, box jackets, cool prints, floating evening clothes. With great skill, waistlines are lowered, and wrap-around effects adjusted by snaps.

- In the first photograph above, our charming collaborator proves how incredibly slender one can look in a dress of pale blue crêpe dotted with white stars. Loose sleeves and an organdie collar are sympathetic details. About \$23. Her hat is of white felt. Hat and dress from Altman's Maternity Shop. Dress from Marshall Field; Neiman-Marcus; J. W. Robinson.

- Second above is a cape ensemble for town—and you know how wise a cape is. This is of sheer blue crêpe, with a rust-and-white blouse; about \$33. The Croxley hat balances proportions. Hat and ensemble from Lord and Taylor's Maternity Shop. Ensemble, Marshall Field; Neiman-Marcus; J. W. Robinson.

- Third above: A cool, concealing box-jacket and dress of powder-blue sheer crêpe, with an exquisite collar; about \$35. The hat is of felt and straw. Suit and hat; Bonwit Teller's Anticipation Shop. Suit, Marshall Field; Neiman-Marcus; Bullock's-Wilshire.

- Opposite page, first: Our lovely young lady in a clever wrap-around country dress, of washable silk in pastel shades; about \$20. Her hat is of toyo. Dress and hat; Bonwit Teller's Anticipation Shop. Dress, Marshall Field; Neiman-Marcus; Bullock's-Wilshire.

- The evening cape and dress opposite almost perform miracles. The dress is of pink chiffon, balanced with a huge bunch of flowers. The long floating cape of Dubonnet chiffon is a magnificent deceiver. About \$55; Saks-Fifth Avenue Maternity Shop.

There's more news about maternity lingerie, *négligés*, and even about bathing-suits on page 126.



TONI FRIBSELE



BABY FORMULA

FROM BEST

1. A fine beginning to the business of growing up is this bassinet—which is to be had at Best, as are all the other baby things here. Chantilly lace and peach satin give it fairy-tale beauty; the lining is hand-tufted satin, the cover set of hand-embroidered crêpe de Chine, with a chiffon ruffle

2. The christening robe—traditional and beautiful enough to cherish for generations. It's of fine French lawn, trimmed with bands of Valenciennes lace

3. The daily weighing achieves great éclat with a Fairbanks scale, a satin pad, and a linen mesh shirt. The Pantease cotton diaper may have a paper insert

4. A little unsteady on her feet, but quite enchanting in a pink basket-weave coat and hat to match

5. A double-breasted coat of powder-blue diagonal tweed and matching hat, for a two-year-old child

6. Sturdy green corduroy overalls hitched on over a white cotton mesh shirt, for hard work at play

7. A nurse in English nanny uniform of dark blue veil and serge coat (Lord and Taylor) propels a Millsons, Ltd., pram, exclusive here with Best





OUT WRANGLING AT DAWN

SNAP-SHOTS BY THAYER JACCACI



LOCAL RODEO—BRONCHO HAZED BY DERBY-HATTED CLOWN



DRESSED UP FOR SUNDAY



THEY ALL RIDE

BY OLIVER LA FARGE



SOME veteran dudes, who have been coming out to the ranch country for years, get to know a lot about the reality, the cattle business, from which the picturesque Western hostelrys derive substance and character. Along with this, they learn in time how to distinguish between the two varieties of cowboy, drug store and open range. The average Easterner (which includes the inhabitants of San Francisco and Colorado Springs—West is not a direction, but a psychological zone) on first meeting the Western country boy, either concludes that the whole thing is a stage-set or, more often, relaxes gladly in the warm bath of romanticism which awaits him, and labels them all cowboys.

Any good dude ranch has to keep one or more attractive fellows with a natural gift for carrying ladies' pocketbooks. It has to have competent men with even tempers, who won't tell the richest guest they ever coralled to go plumb to hell and stay there, or saddle up and ride off, offended, at the height of the busy season, or try to drink a gallon of redeye every time they pass through a town with a bar in it.

It also has to have men who will ride twenty-four hours straight and think nothing of it, who can tough it out for a week hunting horses, with no bedding and little grub, who can handle animals and, if need be, people, through every accident of rain and storm and sand. A world of hard work lies behind the smooth running that brings your saddled horse to you every morning. If you camp in desert country, or where the feed is poor, often, just when you're finishing breakfast, one of the wranglers will come in with the horses, slip to the ground, and walk to the fire to wolf a breakfast in fast time before helping saddle up. You'll notice that he won't have much to say just then. Well, that fellow got up before daybreak, walked five miles in his high-heeled boots, tracking the outfit, caught the lead horse, and, riding bareback, brought the bunch in. He does it regularly, if need be; and, while he's likely to be the least decorative of the hands, you can bet a

pile of blue chips as long as his rope that he's a cowboy.

You came West for the scenery, and any active-looking man in a big hat contributes to it. But the real cowboy is one of the swellest and most delightful specimens of American manhood to be found. As you shake down, getting rid of your Eastern duds, acquiring the correct clothes, and trying to get rid of the dude taint, you begin to notice that Westerners in talk among themselves are chary of using the word "cowboy." There are distinctions; you want to be able to make them.

Part of your difficulty is that they all ride. And since they ride, they wear riding-clothes. And since they were raised in the same part of the country, they all have the idiom, the accent, the charming, pungent manner of speech, that combination of virility and good manners. Everything that you thought marked the cowboy really only marks the Western man. The West is still largely a horse country. The ability to ride passably well is as common as dirt and means nothing. Any one who starts young can learn to throw a rope. The man you saw riding by, with a slicker on the back of his saddle and a rope at the horn, in high-heeled boots, hat and all, might be an apple farmer, a dairy hand, a livery-stable owner, somebody's flunkey, a professional trick rider, a grocer's clerk out for an airing, a writer in search of material, or—God help us—a sheep-herder. They all ride.

The clothes and equipment are meaningless, because they're not a costume at all (though they do become fancy dress on the backs of certain specimens), but an outfit as logical and necessary as a painter's white overalls.

For example: the boots (not "cowboy boots," just "boots," there's only one kind) have high heels, so that riding Western style, with your foot well into the stirrup (riding on the ball of the foot is Mexican style), when your horse makes quick turns and stops or suddenly decides to break in two and start throwing wingdings, your foot won't slide forward and jam. If you have to rope from the ground, (Continued on page 137)



YOUR HAIR IN GOOD SHAPE

DON'T laugh at some of the amazing shapes Miss Shearer's hair has taken in the last screen decade. You probably wore them yourself. And besides, they prove conclusively two things: one, that hair can completely change the look and contours of a face; two, that—no matter what the fashion or the year—no good coiffure can possibly be achieved unless the hair itself is in prime condition. We shall, therefore, embark on our annual spring exhortation to do right by your hair before summer begins to do wrong by it.

There is a lot of talk around now about "reconditioning" the hair. And well there might be, we say! Dry brittle ends emerging from smart new hats are getting to be all too frequent sights. Even in the best of permanent waves, the hair, as one of our sage consultants says, "goes through a certain amount of strain," and sieges under dryers are no help. The individual hairs on our heads are like pine-cones. Normal and healthy, they are smooth and sleek; dry, they expand. If you rub your fingers back over a dry hair, you feel its

roughness, and that is the sort of hair that looks devitalized, lustreless. Then, as the hair gets dry, the oil from the scalp doesn't get down into the ends, which become not only brittle, but change in colour. And it is the little dry ends that rise up out of your beautifully set wave and spoil it.

If you have a scalp treatment and a special oil shampoo once every month of your life, all should be well. It is little enough to ask, heaven knows, but it seems incredibly difficult of achievement. And if you don't manage it, reconditioning is the answer. In these treatments, the special reconditioning oil, sometimes a blend of oils, is driven into the scalp with a hot towel or an infra-red light to supplement the departed natural oils and fix things up generally. If you want to get the very best out of your permanent, it is wise to have three of these reconditioning treatments before, and one after the wave. If your permanent is scheduled for next Tuesday, however, arrange for one treatment the day before, with your hair hand-dried, and have the others after the wave. Some specialists believe that the (Continued on page 103)





MISS NORMA SHEARER figures here not only as the beautiful star of fifteen different films, but as a living model for all the feminine hair-dos of the last fifteen years. Many of you have experienced these vicissitudes: the post-War ear-muff effect; the sleek Eton crop; the tousled Flaming Youth bob; the low siren bun; the long frizzy tresses of boudoir moments; the spit-curl craze; the recent Edwardian bangs. Will we follow Miss Shearer in her latest guise—the romantic Juliet aureole?



VOGUE'S FINDS OF THE FORTNIGHT

FROM LORD AND TAYLOR, NEW YORK.

FOR OTHER CITIES, SEE PAGE 135



NELSON

YOU really don't have to go on sighing about the thinness of your purse. Not when the life-work of this department is to make Best-Dressed Women out of penny counters. This time, our prescription is sports classics. Classics, regardless of price, never look cheap. Their distinction lies in a timeless, dateless simplicity. On these pages, we've rounded up five that are super-buys. One is a shirt-waist dress—its virtues need no comment. Two are culottes, and no human who gets out of town can get by without one. Another is a sports coat. Another, a spectator sports dress. All have gone through our acid test, which admits nothing to a "Find of the Fortnight" unless its fit, fabric, and workmanship are exceptional. You can buy all of these models in New York, at Lord and Taylor, or in the cities that are listed on page 135.

- Left: One good shirt-waist dress solves so much! This is far above par: it fits faultlessly, its silk broadcloth wears like iron, its fifty-seven pearl buttons and loops are a fine detail; \$20. The hat is of toyo
- Below: You'll be lost in the country without a culotte. This two-piece beauty is expertly tailored. The fabric looks like peasant challis, but is DuPont spun rayon; \$15. The hat is of white toyo
- Opposite: Here's another shrewd buy in a culotte. Imported Irish linen, hand-painted buttons, a leather belt, knitted scarf, and colours that every one wants; \$23. The hat is of felt
- Opposite, second: Ideal for spectator sports. A bolero and a dress of Celanese Amcella Crêpe, with hand-knotted edges; \$30. Baku hat
- Opposite, lower corner: A coat classic you can wear anywhere. It's made of Chatham tweed, in pastel colours; \$30. The hat is leghorn. Lord and Taylor, in New York, have all. For other cities, see page 135





7313



7323

Frock No. 7313—You can make this for a song, and you'll live in it country week-ends. It's a one-piece model, with slide fastenings at neck and pockets. Designed for sizes 12 to 20; 30 to 38

Ensemble No. 7323—For Sunday lunch in the country, this one-piece dress with a handy little jacket that can be whipped on over other dresses. This is designed for sizes 12 to 20; 30 to 38

Ensemble No. 7353—Exhibition tennis matches for this. Make the bolero and fringed girdle bright accents to a white or natural dress. An "Easy-to-Make" model. Designed for sizes 12 to 40



7353

Cutting down expenses



7203

Frock No. 7203 is an "Easy-to-Make" model, but with clever details and a carefree air that make it look twice what it costs to make. Perfect for spectator sports. Designed for sizes 12 to 40

Frock No. 7365—Smooth-sailing rigging. The tidy shirt tucks into the suspender-top skirt, which has inverted pleats in back and front for leeway. Designed for sizes 12 to 20; 30 to 38

Shirt No. 6906—A classic standby, over which you hitch Divided Skirt No. 7248 to make an excellent golf or bicycling outfit. The shirt is designed for sizes 12 to 44; the skirt for sizes 25 to 32

Back views of these designs on page 116

7365

6906-7248

designs for

dressmaking

diapers and

SHOP-HOUND'S LIFTS

FOR LIMITED INCOMES



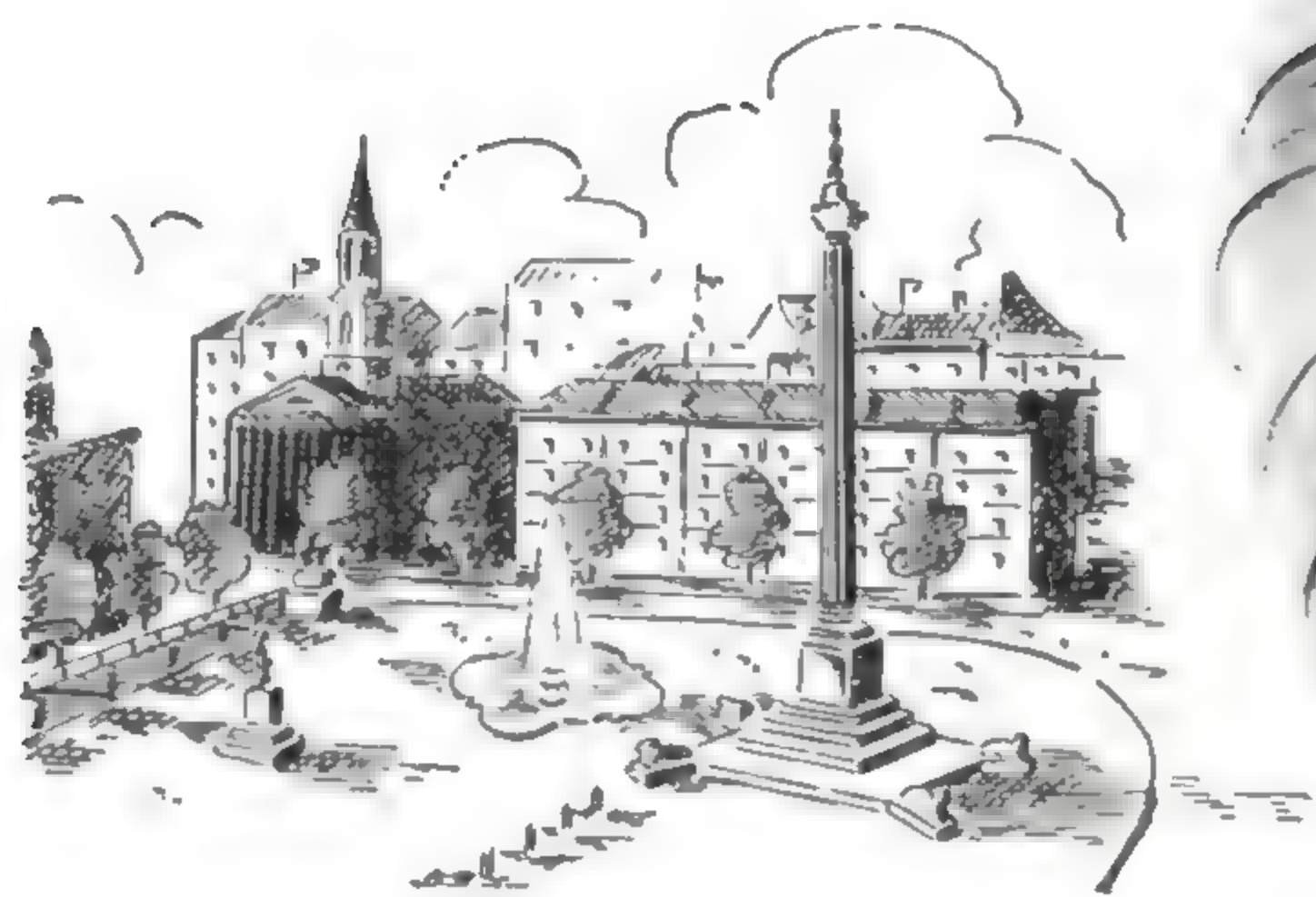
SUMMER is the time when girls with little money but lots of flare can make hay while the sun shines. For light summer materials are inexpensive, and simplicity is the order of the day. Cotton evening dresses, for example, with taffeta slips that give them an unexpected swish and rustle, are smart as paint. At Lord and Taylor's Evening Budget Shop, you can choose between the delicate airy kind, or an upstanding piqué, at prices that begin around \$17 and climb no higher than about \$25. A plain piqué—full skirted and with a giddy little bunch of meadow flowers perched on the bosom—is worn with a brief, tight-fitting coloured linen jacket that has enormously puffed shoulders. A billowing white organdie, balloon-sleeved and printed with a frosty design of white flowers, is fragile and fresh as a daisy.

A LINEN suit is in itself a valuable prop for a summer wardrobe, but there's a way of making it just twice as useful. Best has classic linen suits in white, navy-blue, and brown: they also have linen culottes (or divided skirts, if you prefer the English language) in white, navy-blue, and brown. Get, say, a blue linen suit (from about \$20), also a white divided skirt (about \$11), and, hey presto! there you have two suits: a blue linen suit that can be worn in town or country, and a blue jacket and white divided skirt for country wear. Or have an all-white linen suit, and a navy-blue or brown divided skirt: please yourself how you combine the colours. On the other hand, you might get one of Best's new suits, and separate culottes, of Celanese alpaca.

THOSE of us who are colour crazy, and have more or less to suppress our love of it through the long winter months, can make up for lost time this spring, for everything we touch has turned to colour. Summer bags, especially, are things we like to have plenty of, and David's-Fifth Avenue (425 Fifth Avenue) has capeskin and patent leather bags for around \$5. Capeskin weighs next to nothing, an advantage in summer when it's nice to travel light. One excellent capeskin bag, plump and well fitted, is corded at the sides and has a corded handle. This is made in dusty-pink, in white, and other light shades. The patent leather bags, in plain envelope shapes and in several good sizes, you'll find in vivid colours, and they're particularly attractive in red and black.

FOR forty years, Mr. Lipstadt has been making "fine kid gloves for ladies, gents, and children." You'll find him in an inconspicuous shop at 655 Lexington Avenue, stitching away, surrounded by several sons and daughters who help in the shop. And since you probably have an insatiable appetite for coloured gloves, it should be welcome news that Mr. Lipstadt's custom-made gloves, of doeskin, capeskin, pigskin, and French kid, cost around \$2.50 a pair, or \$3.50 hand-sewn, and he'll match the leather to your pattern. A specialty of his is a snakeskin glove, and these skins come in divine colours: emerald-green, violet, burgundy, Kelly-green, light grey, as well as black and various browns. Mr. Lipstadt's gloves are, heaven be praised, plain as pikestaffs, and made from the skins of the most blue-blooded animals.

If you're adventurous, it's often almost more fun to transform a dress that has begun to bore you than to buy something new. For these people, here are some ideas: make a brand-new dress out of a plain navy-blue or black skirt with the aid of a tunic-blouse. Bloomingdale has them in taffeta, flower sprigged, from around \$13. Here's a tonic for a silk suit or a simple dress not quite as spry, perhaps, as it used to be: give it frogs. Black frogs, and also white frogs that can be dyed to match your dress; big and little frogs (Molyneux showed little frogs in his collection) from Bloomingdale's trimming department. And if you have a longing for handkerchief linen underwear, here's your chance. Macy's has a grand array: slips (about \$4), panties (about \$2), also camisoles and petticoats, two words that recently emerged from a long sleep. They're made in raspberry, yellow, blue, pink, and white. Macy's has a girdle, of Lastex combined with a handkerchief linen, a boon for summer. (Continued on page 130)



and now

town and country make-up *lotion*

by helena rubinstein

Glamorous. . . . Youthifying. . . . Protective

"chinese red" your lips and cheeks

Chinese Red is Helena Rubinstein's newest make-up triumph. The gayest, youngest red-red you've ever seen! A glow for pallid skin. A dramatic accent to dusky skin. Like all the distinguished lipsticks by Helena Rubinstein — Red Raspberry, Red Poppy, Red Geranium, Red Coral and Terra Cotta — Chinese Red lipstick gives your lips young lustre! Lipsticks, 1.00, 1.25... Matching Rouge, 1.00 to 5.00.

sparkling touches for your eyes

Herbal Eye Tissue Oil — sets a flattering chic young gleam on your eyelids. 1.25. Persian Mascara — doesn't run, or smart. Iridescent Eyeshadow — fashionable and fascinating in Blue or Blue-Violet... Eye-lash Grower and Darkener. Each, 1.00.

clear the way for new beauty

If you garden, golf or ride, be on your guard against the weatherbeaten look. This famous treatment will keep you fair: Cleanse with Herbal Cleansing Cream — brings a bloom to your skin. 1.50 to 7.00. Follow with Skin Clearing Cream — most unusual! Gives your skin that young transparent look. Fades out freckles, sallowness. Wakens dull, drab skin. A beauty necessity to all skins. 1.00, 2.50. Tone with Skin Toning Lotion. Or for dry skin, Anti-Wrinkle Lotion (Extrait). Excellent also for tired lined eyes. 1.25 each.

When Helena Rubinstein introduced Town and Country Make-Up Film she originated a new fashion in make-up—an entirely new trend. From the very start, Town and Country Make-Up Film was a sensation, first in England and then in America. In London, in New York, and on Kentish hills, smarter faces wear that dewy-fresh make-up which only this biological beauty foundation can give!

Now comes Town and Country Make-Up Lotion—twin to the world-famed Film. A blend of rare ingredients, perfectly balanced to flatter your complexion, to give it young radiance, and real protection.

Smooth on Town and Country Make-Up Lotion—cool as spring rain. Instantly your skin is refreshed, revived. Pores become invisible. Blemishes are concealed. The very fabric of your skin changes to silken softness. Rouge fairly flows on — and glows like a blush. Powder becomes a part of you — stays freshly bright for long hours. The whole tone of your complexion is lifted. You achieve the cool fragile beauty of a blossom.

Wear "Town and Country" from dawn to dark. Town and Country Make-Up Film for sports (a grand shield against freckles!) . . . Town and Country Make-Up Lotion for dress-up. The Film comes in Peachbloom and Terra Cotta... Lotion in Natural, Rachel, Mauresque, Terra Cotta, Peachbloom. Each, 1.50. Shades in harmony with Helena Rubinstein's radiant clinging Powders. 1.00, 1.50, 3.00, 5.50.

Helena Rubinstein beauty preparations are available at her Salons and all smart stores. You are invited to visit the Salon for individual consultation without charge.

helena rubinstein

8 East 57th Street, New York

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SALONS IN: PARIS • LONDON • DETROIT • CHICAGO • BOSTON • SEATTLE • LOS ANGELES • TORONTO

Distinguished Hands

THAT GIVE ALLEGIANCE TO PEGGY SAGE



The lovely, gifted hands of Genevieve Tobin, stage and screen celebrity... and a talented musician. A Salon client of Peggy Sage's, this glamorous star was photographed recently wearing Burgundy Polish.

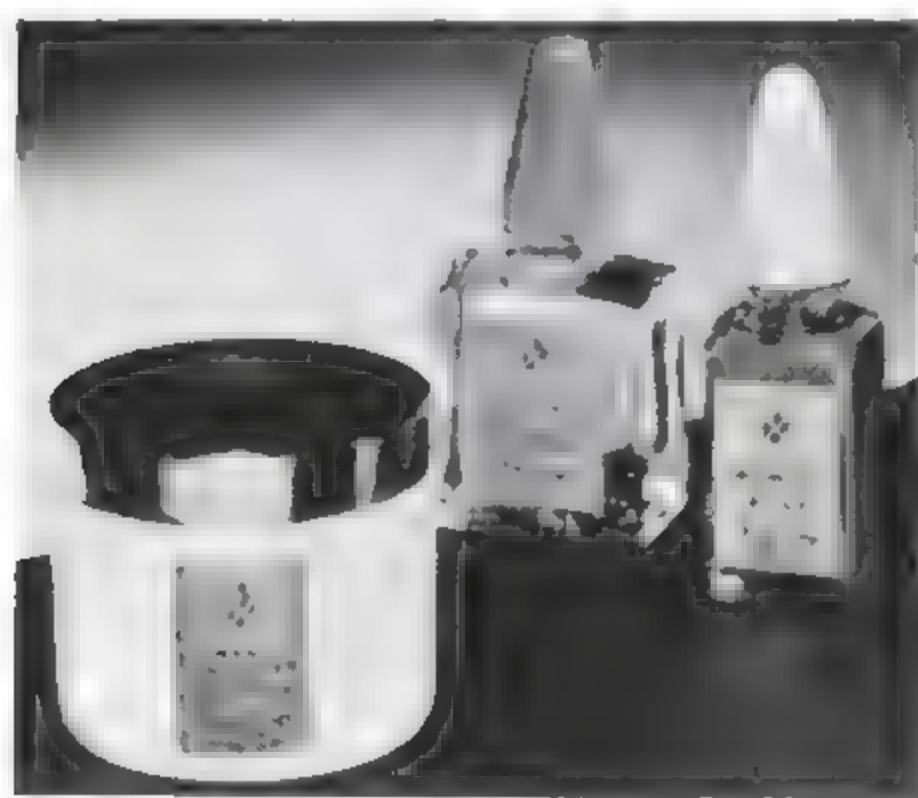
Among Peggy Sage's Salon clients... in New York, London and Paris... are many women whose fame and fashions draw the applause of an admiring world.

The charming hands of Genevieve Tobin, above, were photographed after a recent Peggy Sage Salon manicure. And how thrilling to know that such grace and grooming can be gained at home with Miss Sage's exclusive Salon Manicure Preparations!

Tip your fingers with Bisque, Shrimp or Rust, Peggy Sage's new

polish shades. So skillfully do they blend with the true tones of the skin, that exquisite harmony prevails whether hands are sun-browned or pale. And there are dozens more of enchanting Peggy Sage polish colors, in a wide variety of Rose and Red and precious Jewel tints.

With Miss Sage's luxurious Hand Creams and Lotions, her Nail and Cuticle Preparations, beauty problems vanish from your hands and fingertips. At the better cosmetic departments you will find all these Peggy Sage Preparations.




PEGGY SAGE
SALON MANICURE
PREPARATIONS

Liquid Polish \$1.00... Lubricant Polish Remover 50¢... Cuticle Remover 75¢
Nail Dress \$1.00 (for the health of nails and cuticle)... Gardenia Liquid Hand
Cream (new) \$1.00... Hand Lotions \$1.00... Hand Mask Cream \$1.00... Hand
Smoother and Softener Cream \$1.00. Complete Manicure Sets \$6 to \$10.

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK... PHONE PLAZA 3-9011.
LONDON: ONE THIRTY NEW BOND STREET... PARIS: SEVEN PLACE VENDOME

DISCOVERIES IN BEAUTY



The world has gone gardenia-mad, and Coty presents "Le Nouveau Gardenia"—a crystal, snowy fragrance

THE theory among beauty specialists is that our faces first show signs of age in three definite places, one of the most noticeable being the neck and throat-line. In a way, this is a comforting idea, for there is a definite satisfaction in knowing you can concentrate part of the battle. And there is a lot more satisfaction when you realize that you are on the winning side. Dorothy Gray, always very concerned about the throat-lines of clients, has just introduced some fine new methods to keep chin and throat-lines young.

To begin with, there is the new throat treatment in the salon. Your throat-line may indicate its weakness by looking faintly droopy or flabby; or by beginning to assume a taut and crêpy appearance. Whatever its erring tendencies, they are taken into account in the Dorothy Gray treatments—rich emollients, anti-wrinkle creams, and deep manipulation for thin skins inclined to wrinkle; astringents, anti-wrinkle cream, and muscle-tightening

movements for chins that are beginning to see double. A feature of these treatments is a throat masque, a fitted electric pad that drives whatever cream is being used into the skin by its warmth. And which sends you, the subject, into a pleasant state of Nirvana.

One of the new creams used in the salon treatments is the Dorothy Gray Throat Cream, a concentrated emollient destined to render great assistance to any throat-line that has gone beyond the twenty-year mark. As a matter of fact, we reiterate in passing that the time to adopt a throat cream for regular use is before you see signs of needing it. If you want to go in for serious chin and throat manoeuvres on your own, there is also a new Dorothy Gray throat and chin strap for use at home, which moulds and supports the muscles. A nice strap, which fits over your chin as though it were elastic, but has no rubber. You can buy the Throat Cream by itself, or with the muscle-mastering chin-strap.



Katherine the Great, by Prince Mat-chabelli, the distinguished new entrant in this royal perfume family

Rose Leaf
Cleansing Cream



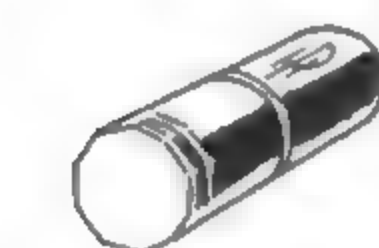
Chiffon Powder

Pomegranate
Cream Rouge



Smoothskin Oil

Nourishing Cream



Primrose Red
Lipstick



Skin Freshener



Delv

What is your *Age?*

YOUR eyes will never tell. Nor need your lips, your hair, your figure. Only your skin threatens to betray the secret. . . Indeed, a skin not properly cared for will not only "tell," *it will lie!* . . . Let Primrose House watch over yours. We have specialized for years in products that preserve the skin's firm undertone, its soft, youthful contours, its silken smooth texture. . . That is why the countless thousands of women who have entrusted their loveliness to us seem immune to the passing of the years. Remember it is not enough to have a "beauty ritual" no matter how faithfully

it is followed. The creams you use must benefit, not merely grease your skin. . . Primrose House Products *can* guard the bloom and beauty of your skin and *make* it keep your secret through the years. . . A dry skin today is an old skin tomorrow. So Primrose House has a basic dry skin treatment. It consists of the use of Primrose House Roseleaf Cleansing and Nourishing Creams, and Smoothskin Oil. They are on sale at all leading department stores where they give complete instructions in their use and will tell you about other famous Primrose House preparations.

Acne Lotion, Foundation Cream, Balsam Astringent, Eye Bath, Eye Wrinkle Cream, Circulation Cream, Hand Lotion, Compacts, Depilatory Set, Ko-Hul Mascara, Beach Oil, Porefiner Cream, Cleansing Packs

Primrose House

"Here
Dwells Youth"



Guardian of a Million Secrets

No. 2 of a series of

Intimate Portraits



She is the theatrical idol of two nations ☆ She buys every kind of costly perfume and then . . . uses eau de cologne ☆ She drinks spinach juice for breakfast . . . and loves it ☆ She keeps a live jeweled turtle for a pet ☆

she wears

Yolande

handmade silk underthings

YOUR HAIR IN GOOD SHAPE

(Continued from page 98) treatments are just as effective after the permanent anyway.

There is a new permanent-wave process, poetically termed the Undine and designed by Nestle, that includes a reconditioning cream for the hair ends right in the midst of the waving procedure, which seems to combine the best features of everything. The machine is an incredible affair that looks like a very handsome adding-machine. While your hair is being wound, little metal clips are heated on the machine, instead of getting hot on your head in the usual manner. A test-curl is given to see how long the heating process should be, and the machine is adjusted accordingly. When the heaters are ready, a green light goes on. The heaters (without any attachments and very light in weight) are transferred to your head, where it is perfectly true to say that you barely feel them. After from a minute-and-a-half to three minutes (never longer), a bell rings. Off come the heaters in the order in which they were put on, to ensure a perfectly even wave. Simple as that. We saw the procedure first executed with great finesse by George and Frank in the Nestle Salon, but the machine has spread by now to far parts of the country.

If we always had rain-water for our shampoos, life would be simpler and our hair would be better. Any one who lived as a child in the hard-water districts probably remembers all the to-do about having hard-water boiled to make it "soft" for shampoos or being drawn from a rain-water cistern. But the water that runs over our heads these days is pretty apt to be hard water, and, with hard water, the soap, no matter how good it is, inevitably forms a curd over the scalp. The elements in the water, too, the lime and the calcium, contribute to this.

CLEANLINESS FOR YOUR SCALP

Don't think, after all these years, that we are now going to tell you to stop using soap and water to wash your hair, because we aren't. We are merely going to tell you that there are two things on the market that are designed to dissolve this film and leave your scalp clean as a baby's. One of these is Sylk, in the form of crystals to be dissolved and poured over the head before the shampoo; the other Ton, a liquid to be added to the final rinsing. These are in no sense shampoos. They only take that troublesome, flaky film off the scalp. And with the scalp in a pristine state of cleanliness, your wave is set more easily and lingers longer.

Every one knows about brushing. It is like drinking eight glasses of water a day—one of those things so undramatically good for us that we forget all about it. We should brush our hair all over, every night of our lives. We are told, and with the deepest

conviction by the tellers, that brushing won't disturb our waves. If you are one who has a nice little talent for putting your wave back in place, this is true, and the wave looks all the better. But for those whose fingers become thumbs in approaching a wave, brushing the ends is a compromise. Put a little pomade on the ends and brush them over your finger regularly. You aren't Giving All, but it is a help. A good brush is important in every kind of brushing. It is only the long, flexible bristles of fine brushes that really "polish" the hair.

FINISHING TOUCHES

Pomade is an enormous help in the matter of brittle ends. The Ogilvie Sisters never let you get away from one of their stirring scalp treatments without an infinitesimal amount of their pomade having touched the ends of every hair on your head, and you ought to have it at home, too. Brilliantine is another one of those things we never remember to use—as a matter of fact, it is clear to see that we would all be a race of beautiful-haired women if we did only the little things that we already know are good for us! At any rate, Antoine has different coloured brilliantines—a blue one especially for grey and white hair, white for blondes, and red for auburn, that give a delicate nuance of colour as well as a sheen.

If you are among those we were discussing who have a way with a wave, you can "reinforce" it, if it is of permanent variety, between hair-dresser visits, by steaming it over a basin of hot water and pressing the waves in very closely. Never, as you may have learned from painful experience, pull a hat on over a damp wave. Let engagements wait and swains swoon, but let your hair get thoroughly dry before you leave the hair-dresser's. If you have a few unmanageable wisps at the back of the hair, too short even to twist up on hairpins, stick them up with bandoline, the kind people used to use for spit-curls. If you use curlers to keep your halo curls in formation between coiffure sieges, the new ones made of rubber and known as Vassar are effective and comfortable. You get a Shirley Temple picture with every card. There is a new rubberized cap to protect your hair in the shower or the steam, that looks like an aviator's helmet and ties under your chin. It's known as Aviatrix Jubilee Shower Cap in the shops, looks surprisingly becoming, and doesn't crush down on your wave as a bathing-cap does. And if you want to put a final benediction on your head, try the Ogilvie's hair fragrance, "Halo." You spray it on your head from an atomizer, but, unlike perfume, it isn't drying, because it has oil in it, and makes your hair glossy as well as fragrant. It's an age of achievement!



MIRACLE

new gift presentation



L E N T H É R I C . P A R I S

parfum exquis
L e n t h é r i c
paris

SPRING IN HAND



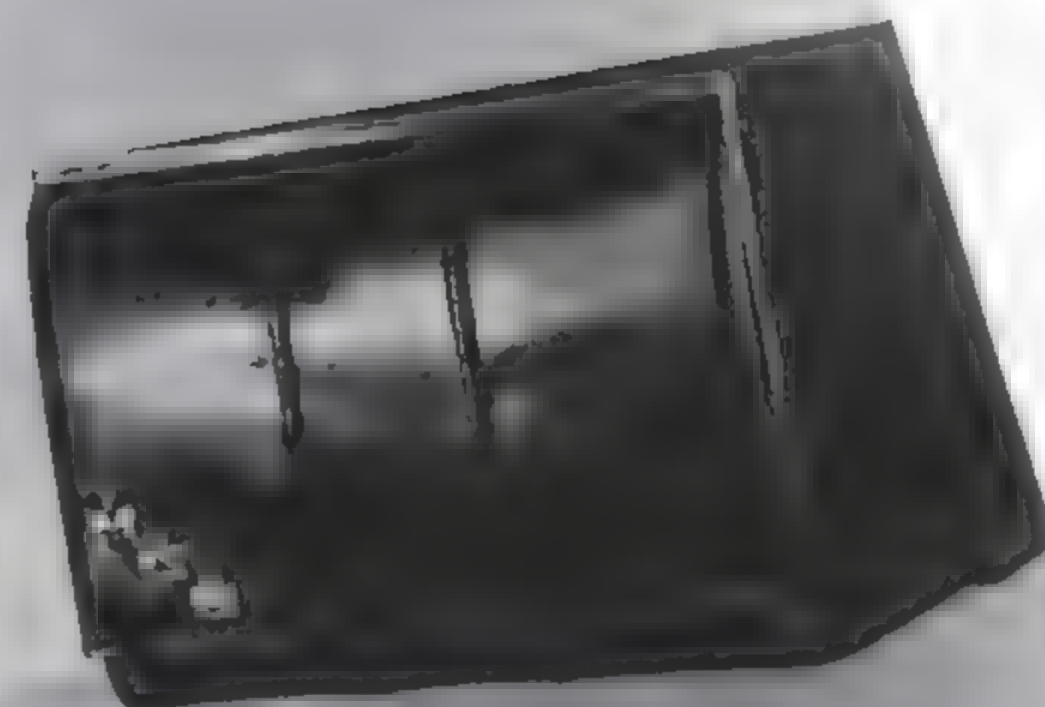
Ehrlich-Kenné-Kennedy

MAYTIME

Prints are perennial—
smart silhouettes and
original detail our metier

Stein & Blaine

13-15 West 57th Street, New York



Left: A blue calf Jenny bag—perfect affinity for blue suits—squared with a gold metal frame so it can't lose its shape; Lord and Taylor



Right: Bienen-Davis's slim blue calf envelope, piped in tan, slips neatly under one arm, yet holds all you need. Altman; Marshall Field



For your sheer town ensembles, Koret's bag (left) is of smooth tan, cut with precision. The two top straps are smart. From Best



Right: A new idea in silhouettes—the Lewis Purse of natural pigskin looks double, but is really an entity, superb with prints; Saks-Fifth Avenue



Koret's capacious bag of sleek blue calf, left, has two arching handles on top; from the Plymouth Shops. All these bags have Monocraft initials

NEILSON

Look at all three! *



they buy their stockings by leg size as well as by foot size . . . *You can too!*

You can see . . . at a glance . . . that these three chic and charming maidens could never struggle into the same *leg size* in stockings . . . even though their foot size might very well be the same.

The petite's hose must be shorter and slimmer. The tall gal needs more *width* as well as length. And the middling demands a stocking that's distinctly her own from top to toe.

And that's where *Belle-Sharmeer* Stockings make a grand entrance. They're the stockings that solve the problem of what to do about legs!

For they're individually sized in the leg as well as the foot. Actually made-to-measure in both width and length for shorts, mediums, talls and plumps.

And the result is magnificent! *Belle-Sharmeer* fits like your skin, wears like nothing you've ever worn before, and looks like a million dollars. Grand colors, too, in all weights.

* Thank you, Mr. Plymouth.

Exclusive with one fine store in each community. Write for the name of the one nearest you. Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana.

The FOOT SIZE Has a Number . . . The LEG SIZE Has a Name

BREV for smalls

DUCHESS for tall types

MODITE for average sizes

CLASSIC for plumps

Belle-Sharmeer
S T O C K I N G S
designed for the individual

Lily of France Duo-Sette

Here is the very last word in modern corsetry—the newest Lily of France Duo-Sette. Here style, comfort and loveliness are blended in a perfect unity of design. There's a boned or boneless model for every type of figure. From \$10 to \$50 in Better Stores Everywhere.



FOR AFTERNOON OR EVENING

DESIGNS FOR DRESSMAKING



7362

7319

7361



7322

• It's not too soon to start planning for those cotton and linen frocks that the smart young crowd will wear to sports events during the summer season

• FROCK No. 7362—Buttoning down the front from chin to hem, you have a frock easy to get into, smart in line. It's provided with bishop sleeves, too, in case you prefer the long to the short. Designed for sizes 12 to 40

• FROCK No. 7319—Swing along, golfward if you like, in this "Easy-to-Make" frock. Long sleeves, too. Designed for sizes 14 to 46

• FROCK No. 7361—Well pocketed is this "Easy-to-Make" model, with pleats at the front panel and centre back. Also long fitted sleeves. Designed for sizes 12 to 42

• ENSEMBLE No. 7322—For an active career: wear the jacket with the high-waisted frock, or leave it off for tennis. Turn the dress lapels over to form a V in back, or close them up. Designed for sizes 12 to 40

THIS SEASON back to Buck



Now that it's Spring, here is the "something different" you have been longing to buy . . . and panting to wear. Soft, smooth, cream-white buck. Styled by Arnold in these new Authentics it makes just the kind of shoes that are always smart, always comfortable (thanks to Arnold's own exclusive Glove Grip construction), and always right with any town, country, or sportswear outfit.

And, for colors, there are Arnold Authentics in six different shades of Bucko this season. Let us send you a card of color samples so that you may pick out your own particular favorites at these stores. Address: Dept. V

M. N. ARNOLD SHOE CO. SOUTH WEYMOUTH, MASS.

ARNOLD Authentics

ARNOLD DOT Design Patent 99227

Sold exclusively in New York by
BEST & CO.

London	D. H. Evans & Co. Ltd.
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Allentown	Wetherhold & Metzger
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Ardmore	Best & Co.
Atlanta	J. P. Allen & Co.
Baltimore	N. Hess' Sons
Boston	Arnold Boot Shop Thayer McNeil Co.
Bridgeport	D. M. Read Co.
Brookline	Best & Co.
Buffalo	Flint & Kent
Canton, Ohio	Ira S. Halteman
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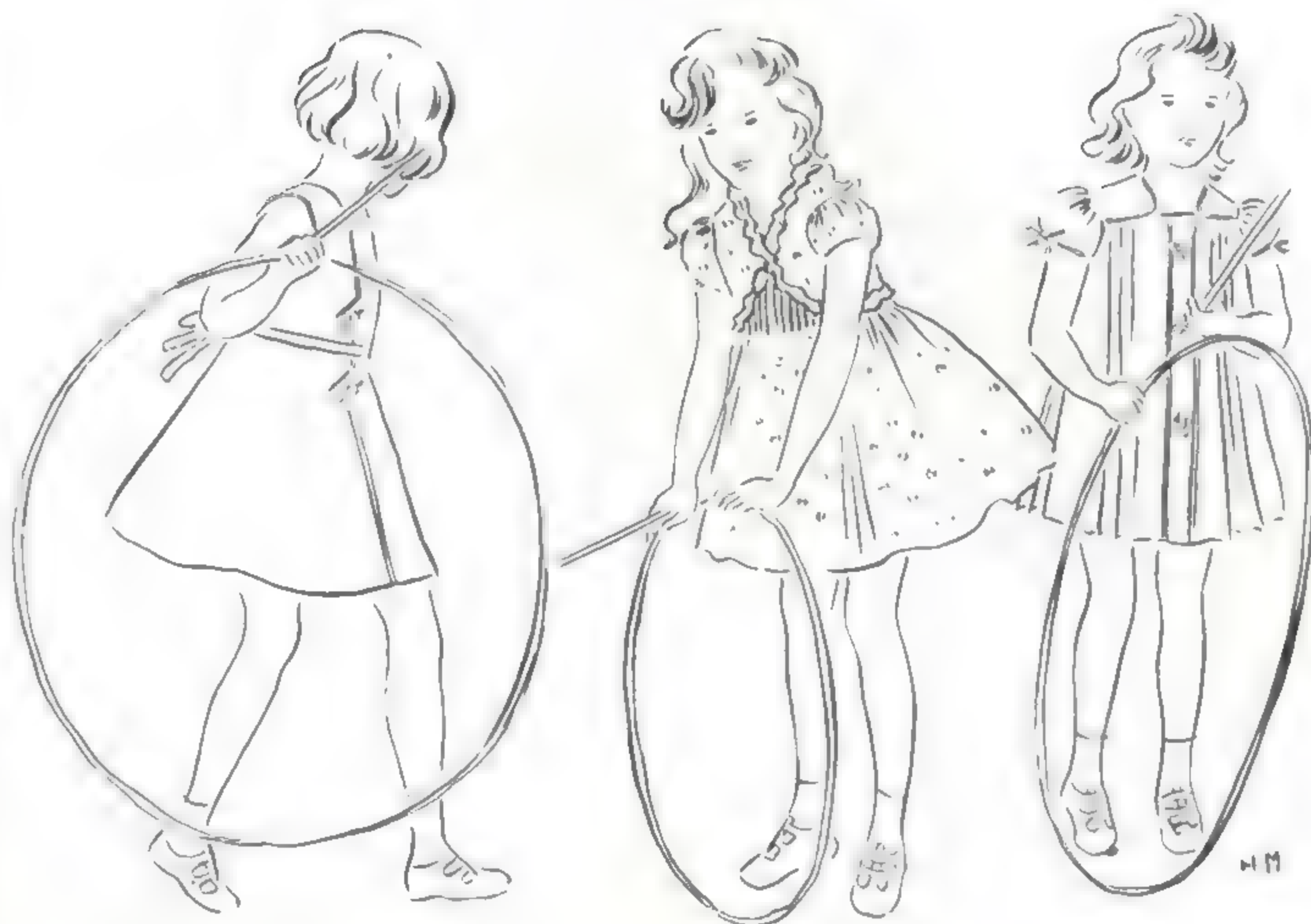
Denver	The Gano-Downs Co.
Detroit	Plunkett Brothers
East Orange	Best & Co.
Garden City	Best & Co.
Harrisburg, Pa.	Mary Sachs
Hartford	G. Fox & Co.
Huntington, W. Va.	Ayres & Harwood
Indianapolis	L. S. Ayres & Co.
Jenkintown, Pa.	Best & Co.
Kansas City	John Taylor's
Kalamazoo	Gilmore Brothers
Lancaster, Pa.	Mary Sachs
Lexington, Ky.	Wolf Wile Co.
Los Angeles	J. W. Robinson
Louisville	Byck Brothers
Mamaroneck	Best & Co.
Memphis	Levy's
Miami	Best & Co.
Minneapolis	The Dayton Co.
New Haven	Hamilton & Co.
New Orleans	Imperial Shoe Store
New York City	Best & Co.
Norfolk	Ames & Brownley
Oakland	H. C. Capwell Co.
Philadelphia	John Wanamaker

Pinehurst	Department Store
Pittsburgh	Joseph Horne Co.
Portland, Me.	J. E. Palmer Co.
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Roanoke	Propst-Childress Co.
Rochester, N. Y.	B. Forman
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St. Paul	Field-Schlick, Inc.
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Waterbury	Jones Morgan Co.
Wellesley	Thayer McNeil Co.
Wheeling	Nay Shoe Co.
Wichita	Walker Brothers
Wilkes-Barre	
	Walter's Shoe Store
Youngstown	Arnold Boot Shop

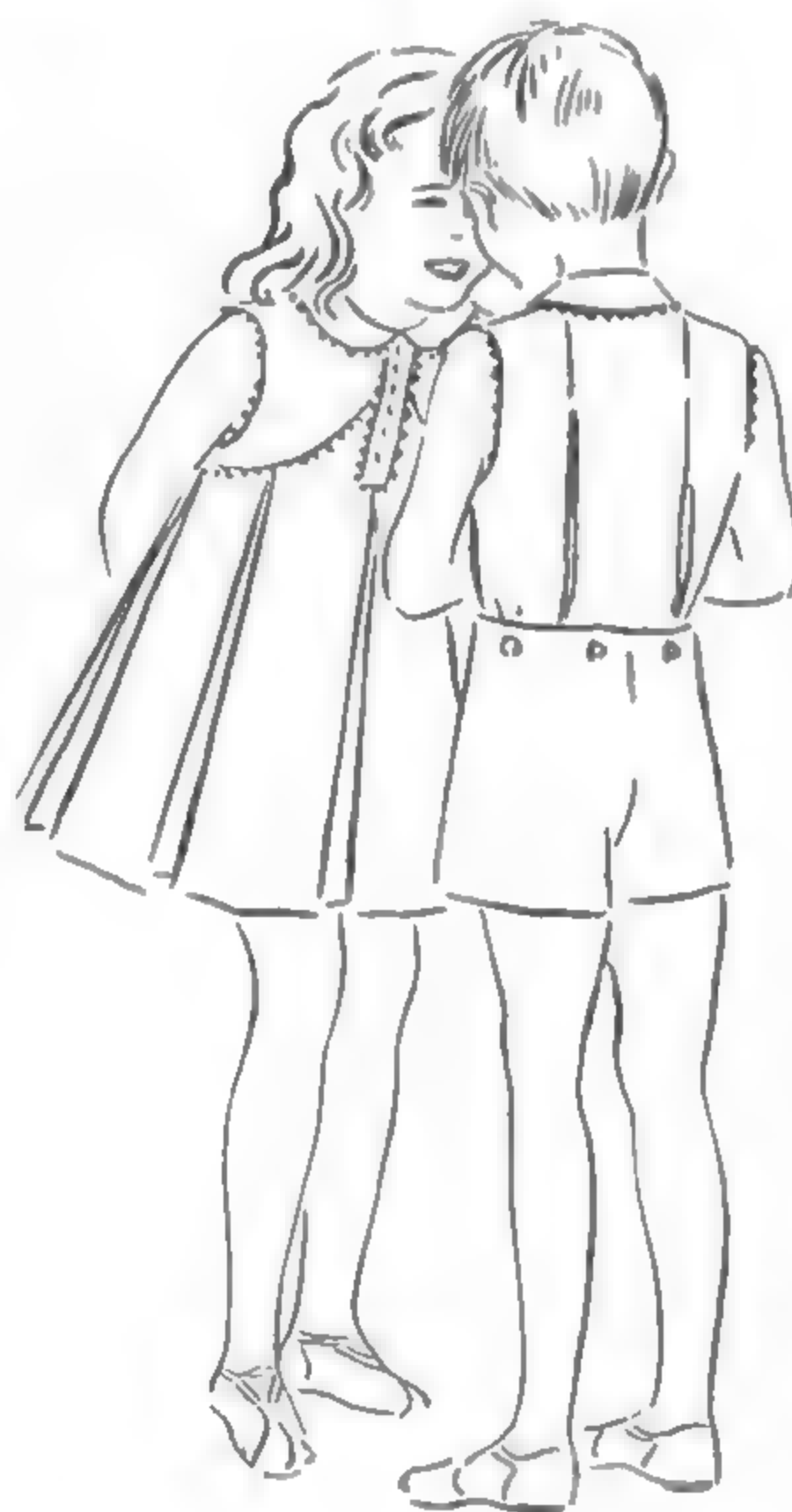
THE ROMANTIQUE AND THE MODERN-ESQUE—two new Orange Blossom rings—the very latest in Wedding Ring design. So new, so daringly different yet reminiscent of old rosepoint lace and the romantic tradition of wedding rings . . . Only the ring itself on your finger can adequately reveal the beauty of its diamond circlet or the velvety platinum band against the rich warmth of natural gold in lacy patterns of delicate Orange Blossoms . . . Your jeweler will be pleased to show them to you and don't forget to ask for your copy of the beautiful new Brides' Book, "Orange Blossoms."

GENUINE Orange Blossom Rings by TRAUB ®

SCHOOL'S OUT



- Above, a crisp little dress of turquoise, peach, or Copenhagen-blue cotton, white-trimmed; Bloomingdale
- Centre: A whole field of flowers is sprinkled over this dimity dress, ruched around the bodice; John Wanamaker
- Top, right: Perfect camouflage for a young lady's tummy—this dress is pleated all around. Of turquoise or maize linen lawn. Lord and Taylor



- Above: Brother-and-sister act—in pink linen, trimmed with powder-blue rickrack. Also in maize and turquoise, or blue and coral; from Macy's
- Left: Boy meets girl—both in blue shantung broadcloth. From Macy's
- Lower left: A blue-and-white checked dimity sun-suit, with a bolero and hat to match, a maximum of exposure, and lots of charm; Saks-Fifth Avenue
- Below: A blue pinafore of crinkled cotton crêpe has a white blouse and panties, attached to the skirt. Trimmed with rose rickrack. Mariska Karasz





The 1936 Packard 12 Convertible Victoria pictured before the Sleepy Hollow Country Club

New York's Westchester prefers Packards

A SURVEY of fine car registrations in New York's smart suburban area of Westchester reveals Packard as predominant. Nearly 50 per cent of the fine cars owned in Westchester today are Packards—a significant tribute to the distinguished

and distinctive Packard lines.

And this is simply a reflection of the significant nationwide trend. During the past twelve months, nearly half of all the large fine cars purchased in this country have been Packards.

Many of the purchasers are among the more than a thousand distinguished American families who have driven Packards continuously for twenty-one years or more. Such a record of owner loyalty is unmatched in the motor car industry.



Above is the charming Colonial home of Norman Rockwell, on Lord Kitchener Road, New Rochelle. He is, of course, the nationally known artist and a Packard owner for many years.

For twenty years Mrs. Clifford R. Black, the owner of this magnificent home on the Boston Post Road, Pelham Manor, has also owned Packards. Socially prominent, she today enjoys the services of two Packard Twelves and two Packard Eights.



The home of John Motley Morehead, former U. S. Minister to Sweden, on Forest Avenue, Rye. Mr. Morehead now has three Packard Super Eights—has been a Packard owner for thirty-one years.

PACKARD

**EIGHT
SUPER-EIGHT
TWELVE**

Ask the man who owns one

Vacation in Romantic FRANCE



Etching of Rouen and its Cathedral by A. Karoly-L. Szanto



L CHOED in the overtones of her storied bells... hidden in the labyrinths of her old-world streets... you will find the charm that is France... it has lingered for you through the centuries from the Feudal Days of the grim *donjon*, the fashioned grace of the *Grand Siècle* and the glitter of Empire ▼ It awaits your discovery in the towered Norman castle at Falaise where the Conqueror was born... at Chantilly when the moon floats in the lake, and the Cour du Petit Château dreams of Louis Quatorze and a night once "fragrant with jonquils"... at Strasbourg, city of storks and the wondrous clock... along that Mediterranean ribbon-of-beauty,

Napoleon's Grande-Corniche... at the rock-borne shrine of Rocamadour where the pilgrim throngs of the Middle Ages climbed on their knees... at Évian, delightful spa near the crescent of Lake Léman... and, ramparted by the Pyrenees, Luchon with its sixty springs... in Troyes of the narrow bridges where a shoemaker's son became Pope and founded the Fête Dieu... at Cannes with the sumptuous ensemble of villa and garden ▼ Vacation in this land as varied as fancy... the finest and fastest trains at no extra charge... great tariff reductions offered to American tourists... hotels are quoting very low rates ▼ Your travel agent will arrange an itinerary and furnish tickets at no extra cost.

The RAILWAYS OF FRANCE
610 FIFTH AVENUE, NEW YORK

HOLLYWOOD BOGY

(Continued from page 65) Martin Flavin's pretentious drool, "Tapestry in Gray," it was the great solo aesthetic mentality of that eminent theatrical-dramatic darling, Mr. Walter Hampden, that discerned an even higher and more beautiful quality in the same Mr. Flavin's even more pretentious drool, "Achilles Had a Heel."

The Warner family may have backed "The Body Beautiful," but it was sacred theatrical money that backed "Strip Girl," which was just as bad. The Paramount company had money in "There's Wisdom in Women," but even "There's Wisdom in Women" was considerably better than "Mother Sings" or "I Want a Policeman!", in which neither it nor any other movie company had a cent. "The Puritan," poor as it was, at least more soundly merited the decency of movie-money investment, which it enjoyed, than such gimcracks as "Fresh Fields," "Black Widow," and "Mainly for Lovers" merited what theatrical money was wasted on them. I don't seem to be able to work up much critical indignation over the circumstance that "Libel!", "Paths of Glory," "First Lady," and "Jubilee" owed their production to Hollywood backing, nor do I seem to work up much critical enthusiasm, on the other hand, over the circumstance that "The Ragged Edge," "The Sap Runs High," "Mother," and "Smile at Me" owed their production purely and solely to spotless theatrical backing.

PREFERENCE

Thus, when it comes to Hollywood's evil lucre in the theatre, I fear that I must remain aloof from the spitball blowers. At its worst, it isn't any worse than the kind of money that is, and often in the past has been, contributed to the theatre by angels of one sort or another, most of them with a bigger personal axe to grind than even Cecil B. De Mille's property-man ever thought up. If I were a theatrical producer, I should as lief have Darryl Zanuck's or Joe Schenck's money in my shows as that of some Wall Street broker whose idiotic wife wanted to bask in what she fancied was an arty atmosphere, or of some Seventh Avenue graduate cloak-and-suit magnifico who relished himself in evening clothes and in the company of opening-night Broadway celebrities, or of some fashionable round-the-town boozier whose girl had to get her chance to be an actress, or else. I would sooner have Metro-Goldwyn back my musical revues than the gangster, Waxey Gordon, who backed a couple of them for as many theatrical managers when he was in the money, and I would sooner be annoyed any day—or any night—by the Twentieth Century-Fox or Columbia movie outfit's bank-account, even if I occasionally had to have dinner with the people who signed the cheques, than by the money of any one or two or three well-known theatre owners who throughout their careers have been the aggressive debasers of almost everything theatrical that came their way.

When we consider the so-called "invasion" of the theatre by film actors

and actresses, there seems, in the light of the season's statistics, even less to worry about. Investigated closely, the big invasion appears to have been confined to exactly seven conceded screen players so far as the dramatic stage was concerned and to exactly one so far as the musical stage was concerned. That makes a grand total invasion of eight against something like six or seven hundred actors of the old legitimate line who appeared on the same stages. Investigated even more closely, it appears that several of these screen players were pretty good and that one or two who were pretty bad had nevertheless received all their early training in the legitimate theatre.

THE INTERLOPERS

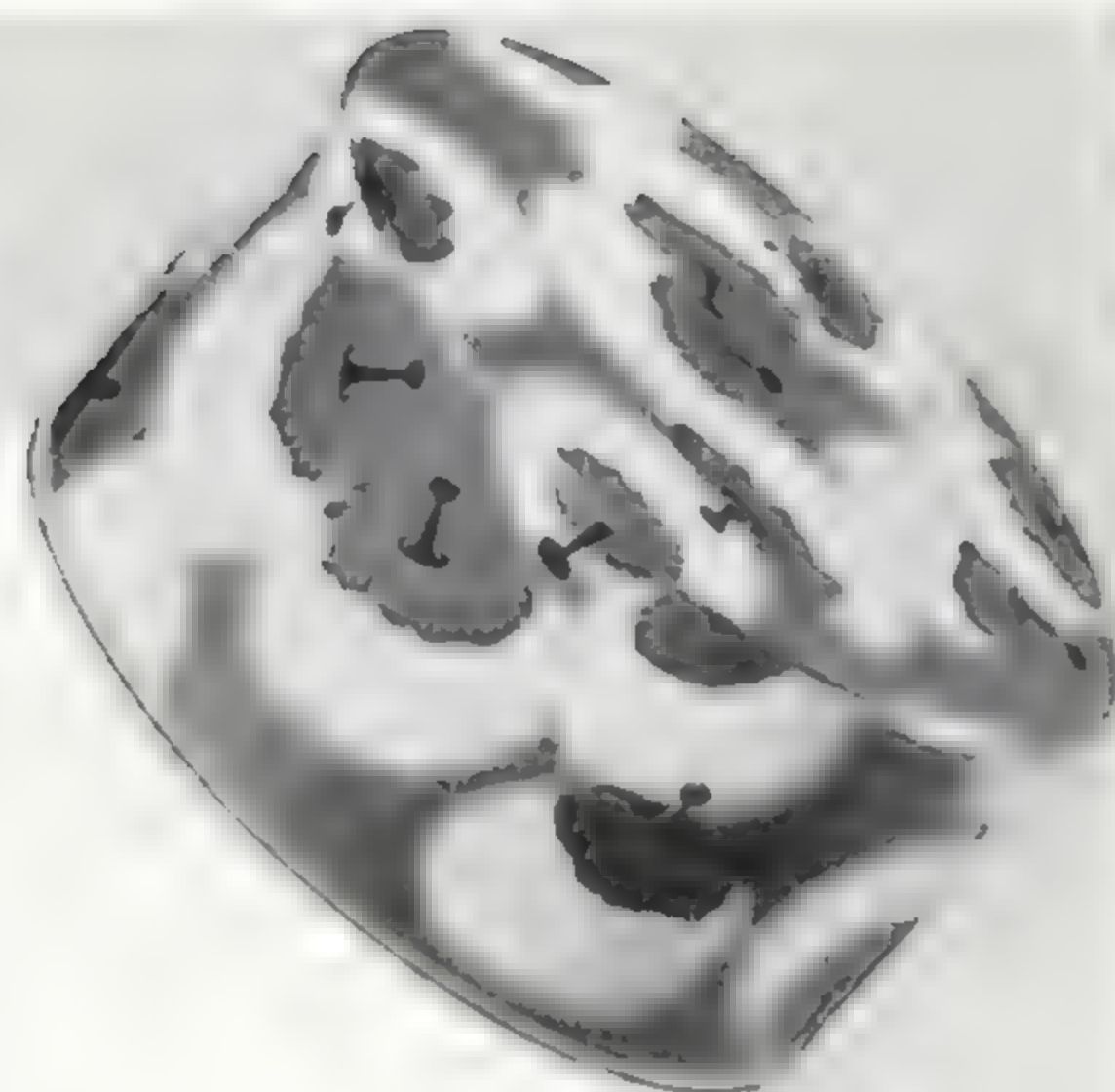
Look over the list. The movie's sole invader of the musical stage was June Knight, a very attractive song-and-dance girl who helped out "Jubilee" considerably. The six invaders of the dramatic stage were Richard Barthelmess, who contributed a very fair if somewhat too literate and undeveloped performance to "The Postman Always Rings Twice"; Margo, who had appeared in only a couple of pictures, one of them made in near-by Astoria by Hecht and MacArthur, and who, in this, her first appearance on the stage, brought to "Winterset" precisely the personality, tone, look, and performance that the rôle called for; Martha Sleeper, who, in both "Good Men and True" and "Russet Mantle," gave a quite passable account of herself; Barbara Weeks, who did all that any person could do with a rubbishy rôle in the rubbishy "Satellite"; Julie Haydon, who had previously appeared in but a single picture, also made in near-by Astoria by Hecht and MacArthur, and who at least contributed a very considerable beauty, if a nervous inexperience along with it, to the rôle in "Bright Star," which, in the year before she entered pictures, she had tried out on the road under Arthur Hopkins; Elissa Landi, who five years ago had made a decidedly favourable impression in the dramatization of "A Farewell to Arms," and who in "Tapestry in Gray" indicated that the intervening years spent in front of a camera had done much to corrupt her as a stage actress; and, lastly, Jobyna Howland, who had spent fifteen or more years on the stage before going to Hollywood and who, like Miss Landi, showed in "O Evening Star" that Hollywood had put its curse upon her.

So much for the big frontal stage attack of film players.

Coming to the actual direction of plays, we find that two and only two movie directors stole up on the dramatic muse from behind and that, for all the circumstance that they had had considerable theatrical directorial training in other years, both were hooted into the storehouse with trigger-like alacrity. Marion Gering, who produced "Tapestry in Gray" for Mr. Benjamin S. Schulberg (the single movie mogul whose name was permitted to appear on any season's playbill), was one, and William C. de Mille, who directed (Continued on page 116)

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• **Two New Shades**—Coty offers a full range of "Air Spun" shades including Soleil d'Or, a golden-glowing shade...Rachel Nacré, a new kind of rachel, warm and "blushing."

"Air Spun"

A NEW KIND

OF FACE POWDER BY

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HOLLYWOOD BOGY

(Continued from page 114b) "Hallow-e'en," was the other.

We now turn to the plays conferred upon the season's stage by writers for the films, most of them—and let it be clearly remembered—backed and produced not by Hollywood intruders upon the theatre, but by persons removed from the movies and more or less definitely associated with the theatre. Dismissing those plays written by more or less recognized playwrights who have now and then gone into scenario writing as a side-line, we engage the following straight screen-writer exhibits: "Blind Alley," by James Warwick, a serviceable and rather exhilarating psycho-analytical melodrama; "The Body Beautiful," by Robert Rossen, trash which was removed after a few days' display; "Hell Freezes Over," by John Patrick, Grand Guignol melodrama that went to the ash-can in short order; "Co-respondent Unknown," a feeble comedy written in part by a Hollywood literatus named Goldman; and "Come Angel Band," by Dudley Nichols and Stuart Anthony, a poor attempt at Southern sex drama. In other words, just five plays by professional film writers, one of them, to boot, not bad and the other four, at their worst, hardly more odoriferous than at least twice their number writ-

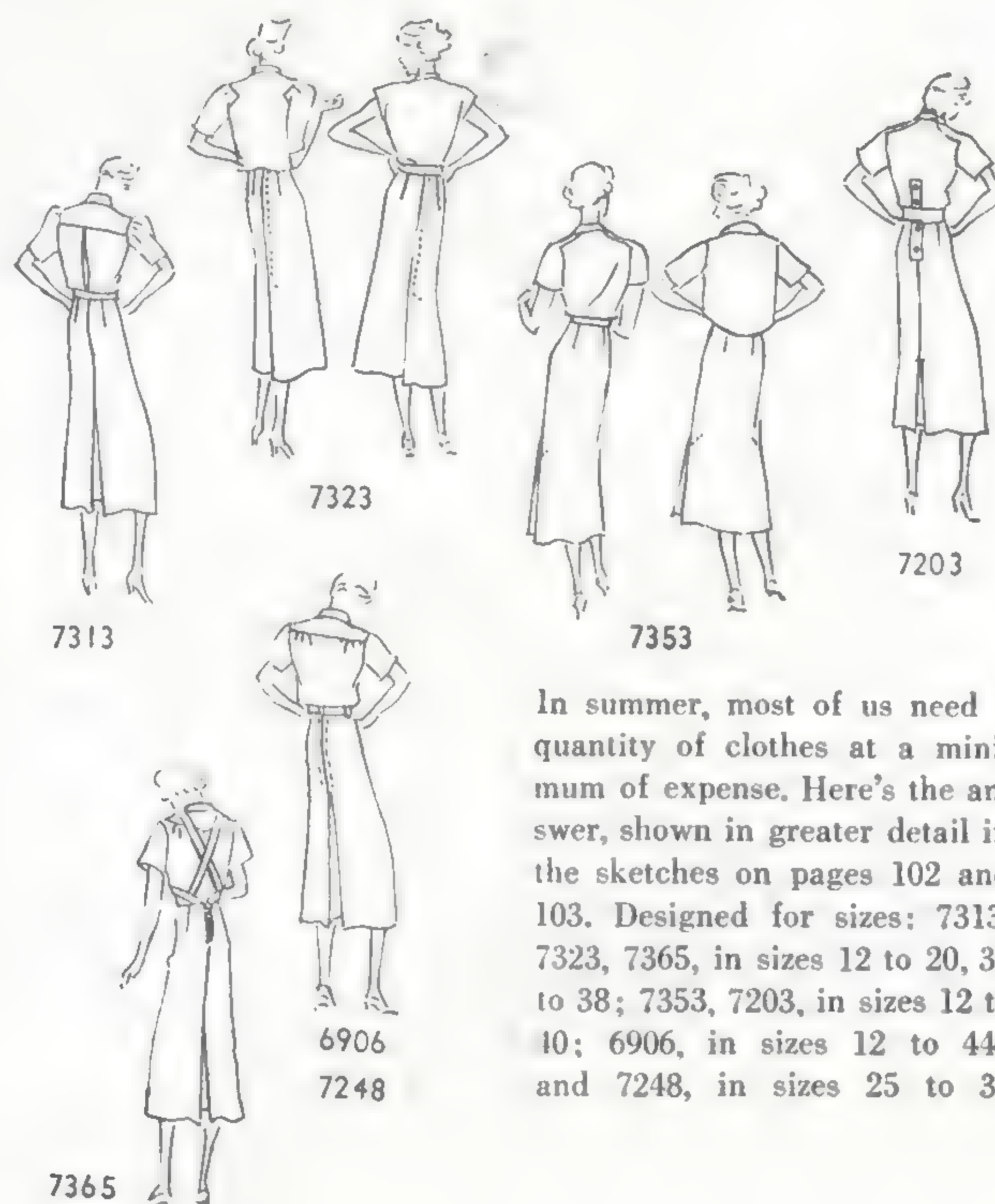
ten by persons who had never been anywhere near Hollywood.

That Hollywood has apparently put the Indian sign on such once mettlesome playwrights as Zoë Akins, Arthur Richman, Sidney Howard, *et al.*, who tried vainly to return to the theatre during the season, does not call for tedious restatement. But that Hollywood doesn't seem thus far to have done anything in particular to the talents of Maxwell Anderson, S. N. Behrman, and the Spewacks, judging from "Winterset," "End of Summer," and "Boy Meets Girl," must be recorded in the same critical paragraph.

We return, finally, to the question of Hollywood money as it affects the theatre. So long as Hollywood is willing to pay out to reputable theatrical producers annual sums running into hundreds of thousands of dollars for the mere film rights to such plays as "Dead End," "Pride and Prejudice," "Winterset," "Ethan Frome," "Parnell," "Russet Mantle," and the like, and through such payment encourage, however obliquely, the production of better-grade drama, just so long will Hollywood money be hardly a dose of poison, but rather a veritable godsend to the theatre.

So let us stop listening to all the nonsense about Hollywood's rape of the stage.

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PARTIES ON PENNIES

BY HILDEGARDE von LOEWENFELDT

NOR strikes nor wars nor depressions should prevent our giving parties, and money should never be the key-note or the dearth of entertaining. Buttered bread and tea served with grace and charm in a setting of loving hospitality can mean more than champagne and caviar without warmth and sympathy, and parties can be given on almost nothing a year if one is willing to think, to dare, and to work.

To budget one's entertaining is a simple matter providing the hostess knows her own limitations. Has she a talent for bringing the right people together? Can her one maid cook and serve even the simplest things, beautifully? Does she realize that giving several parties in succession saves money on flowers and food; that menus planned so food can be prepared well in advance leave the mistress and maid fresh for the actual party.

One of my most successful buffet suppers had beans for its theme, and the total cost of the party was five dollars for twelve of us. It was when I wanted to entertain for an unexpected friend from out-of-town, the monthly balance was very low, and I determined on five dollars, no more. I invited ten of my most charming friends, set my dining-room table as for dinner so we could be comfortably seated, arranged for self-service and planned the following menu: baked beans *à la maison*, frankfurters Polanaise, large rings of cucumber jelly filled with cole slaw and a Russian dressing, Boston brown bread (canned) and butter sandwiches, and, for dessert, sliced oranges in kirsch. The kirsch was part of my private stock, and I think that every hostess should make an initial investment in cooking wines, rum, kirsch, and brandy, as she will find these invaluable aids in her entertaining.

Nothing has more flavour than curry, and my curry suppers are always successful. Cheap cuts of veal or lamb can be used as well as the more expensive poultry or sea-food. Curried foods are always accompanied by heaping dishes of well-cooked rice, and with many condiments, such as chutney, chopped onion, chopped eggs—the yolk and white separate—slivered peanuts, grated cocoanut, French fried onion rings, and Bombay duck. Add a lettuce salad with a Roquefort dressing, a dessert of Pineapple Creole, coffee and liqueurs served in the drawing-room, all set before interesting guests, what more could one desire?

BAKED BEANS, MAISON

For 12 people: To the contents of six small cans of baked beans add three heaping tablespoonfuls of molasses into which has been dissolved a large pinch of baking-soda, half of a small onion chopped very fine, a teaspoonful of prepared mustard, and a few dashes of Cayenne pepper. Mix well, and place in a large, shallow baking-pan. Cut slices of bacon into squares and cover the beans generously with these. Cook in a very slow oven for one hour and, when most of the liquid has been reduced, place under broiler flame long enough to cook the bacon thoroughly. Beans can be transferred to large or individual bean-pots if desired, or they

can be served in the baking-pan with a napkin folded around it.

FRANKFURTERS POLANAISE

For 12 people: Glaze a chopped onion and some paprika in a little butter and add two cans of tomato paste and two small cans of consommé, salt and pepper to taste, and let simmer slowly until slightly reduced. Skin about fourteen frankfurters, cut them into inch lengths, add to the tomato sauce, and let them poach in this for about twenty minutes. Serve in a tureen.

CUCUMBER JELLY RING

For 12 people: Soak three tablespoonfuls of gelatin in a cup of cold water. Bring to boiling-point a can of consommé to which an equal amount of water has been added. Into this stir the dissolved gelatin. Add one-half cupful of vinegar or lemon-juice and chill.

Wet a ring mould and fill with the gelatin mixture. When a slight coating has formed around the mould, empty the part that is still liquid into a bowl. Form a pattern on the mould with tiny rounds of green pepper pressed into the gelatin. Fill the mould with sliced cucumber, which has been previously marinated in oil and vinegar, and seasoned with salt, pepper, and chopped chives. Add the rest of the liquid gelatin, and place in refrigerator to congeal. To make the cold slaw, shred a young cabbage, add salt and pepper to taste, one teaspoonful of granulated sugar, some chopped parsley, chives, and red pepper, one-quarter cupful of vinegar, and four large teaspoonfuls of mayonnaise.

VEAL CURRY

For 12 people: Cook two sliced onions, a sliced apple, and a clove of garlic in three ounces of butter. When well-glazed, add five pounds of veal cut into small cubes, two tablespoonfuls of curry-powder (more or less according to taste), a cupful of water, and a bouquet of celery, thyme, and laurel tied together, salt and pepper to taste, and let simmer for one hour, then remove the meat. Strain and reduce the liquid to one-half its volume, add a cupful of cocoanut milk, place in double-boiler. Into three beaten egg yolks incorporate half a cupful of thick cream, bring the first liquid to a boil, and add cream mixture gradually over very low fire, and lastly add the juice of a lemon.

PINEAPPLE CREOLE

For 6 people: Cut the top off a large pineapple and carefully lay it aside. Hollow the centre of the fruit, being careful not to break the outer skin. Moisten the interior with rum, sprinkle with powdered sugar, and let stand in refrigerator for one hour. Cook one cupful of rice in one quart of milk that has been sweetened and flavoured with vanilla. When tender, allow to chill. To the cold rice add the pineapple, which you have shredded. Fill your pineapple shell with the mixture, add more rum, and freeze. Replace the top and serve on a platter decorated with grape leaves.

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Brunette



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Every one contains new important tints that add life to the skin. With an optical machine, Pond's discovered these tints hidden in skin itself. Among them, the *bright blue* that makes fair skin dazzling! The *brilliant green* that makes creamy skin glow!

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INVASION OF MEXICO

(Continued from page 73) You did *your best*." After a dollar had been collected from all the passengers, out of the bowels of the ship were dragged twenty ladies of a Cuban band, on its way to perform in Mexico. Some of them played their strange-looking instruments with wild rhythm, but others felt dreadfully seasick, took one look at their trumpets, and fled to the side of the ship, bowing.

FIRST STOP MÉRIDA

In Mérida, in Yucatan, life is easy. The Méridians sit in S-shaped stone chairs under the ilex-trees in the plaza, in front of the sixteenth-century cathedral. Near-by there are buying and selling under the pink colonnades at the brightly coloured booths; and in the market, early in the morning, there is even a certain excitement at the stalls, where are sold coloured masks for the coming fiesta, tuberose, every sort of hat, and every sort of straw basketwork.

Past the simple Spanish doorways and windows, under the romantic balconies, the Yucatecans, though short of stature, walk barefoot, like emperors and empresses, on their way to relax and meditate among the flowers in front of the beautiful Casa Montejo. Many of the native women are in gaily embroidered silks with vivid scarfs and countless bracelets and necklaces, their hair elaborately coiled with large coral-pink and turquoise combs, and bunches of looped ribbon in purple and magenta knots at the napes of their necks. The men wear boldly curving hats and bright shirts.

A few hours away by motor, through a scrubby, untidy jungle land, is Chichen-Itza, the ruined capital of one of the greatest civilizations the world has ever known, which existed from

about 2000 B. C. until the Spanish conquest. Here are pyramids, temples, ball courts, observatories, of such architectural grandeur and magnificence that they should be added to the seven wonders of the world. Their size and proportions amaze one at the first glance; but their full beauty, the details of their miles of stone carvings, asserts itself only with the closer intimacy of pattering among them at leisure. The sacred wells where the sacrifices took place are equally awe-inspiring and romantic. At Uxmal, which is reached only after a difficult journey, are the most beautiful ruins of all, temples comparable to the Greek, nunneries, all that is best in proportion and decoration of the great Mayan civilization.

Progreso, Mérida, Chichen-Itza; and from Mérida again some of the party stopped (en route to Mexico City) at Orizaba, where the flowers are the best that Mexico can offer, where there are trees of gardenias and camellias, where the birds are as brightly coloured as the flowers. Three years ago, I wrote of the wonderful, kaleidoscopic train journey from Vera Cruz to Mexico City, but this time I flew; and from the air no impression is felt of the luxurious jungle or the vast waterfalls from the mountains. Arrival by air at almost any city in the world is the same, for all airports are identical.

MEXICO CITY KALEIDOSCOPE

Mexico is made up of many influences—Indian, Chinese, Spanish—yet the influence of each race is felt individually, and it is surprising that no one result can be classed as Mexican. Mexico City resembles Shanghai, Barcelona, or any impersonal city. In spite of those extraordinary ruins in Yucatan and the Spanish architecture of the sixteenth century, Mexico, so



TASCO—MARKET-STALLS UNDER THE ILEX-TREES

CECIL BEATON



MEXICAN COURTYARD



TEMPLE OF WARRIORS



THE POOL AT CHICHEN-ITZA

far as I am concerned, does not produce an effect of antiquity. As a consequence of the two recently completed roads, whereby Americans can motor straight to Mexico City, many hotels have sprung up in the last two years, and are always overcrowded — with the result that one absolutely must make advance bookings so as not to be turned away on arrival. There are now night-clubs where Mexican singers and dancers perform until dawn. The Grillon, with its decoration of caged real monkeys and birds, is so conventionally elegant that it might be a night-club in any fashionable watering-place, and the people are the same that you might see at Le Touquet, Deauville, or Biarritz. The El Patio Andalusia is enormous and popular; but the El Retiro is the most native and interesting night-haunt and has excellent bands, cabarets, tamales, tortillas, and *chile con carne*. At Prendes is the best food, with a delicious local sweet of stirred milk that eventually becomes as glutinous as malt and cod-liver oil. The menu charmingly translates Charlotte Russe as Russian Charlotte, Breast of Turkey as Turkey Breets, and sea-food as Shermpps.

AMONG THOSE PRESENT

Book-shops display an infinite variety of elaborate guide-books, and souvenirs are sold by the thousands. In the various books of registration are the names of those who have signed this morning: Mr. and Mrs. Harold E. Talbott, Miss Beatrice Patterson, Mr. Thomas Evans, Major and Lady Alexandra Metcalfe, Mrs. Ronald Tree, Mr. Raimund von Hofmansthal, Miss Mary Cushing, Lord and Lady Plunket, Sir Robert Throckmorton. And when one meets these rabid sightseers looking very harassed, stories are exchanged of all sorts of difficulties.

On Sundays, the best bull-fighters from Spain stir the emotional crowd to

a pitch of enthusiasm comparable only to American football games. At the wrestling on Thursdays, there are no rules; a furious opponent flings an iron chair at his victim, eyes are gouged, nostrils wrenched. At the recently completed opera-house, an Indian Tosca screams the curtain down. But it is advisable only to remain in Mexico City as a headquarters for expeditions: to the imposing, though charmless pyramids at Teotihuacán; to the really Oriental splendours of the church at Tepotzlan; to the charming round church of Guadalupe, where pilgrims come from far and near to drink the dirty, but beneficial water from the sacred well; to the deserted convent behind the black and white walls at Churubusco, to-day regaining its former life, with nuns in seagull coifs eating their soup and bread at long refectory tables for the benefit of the grinding cinema camera; to the romantic floating gardens of Xochimilco, where Prince Max Hohenlohe has arranged that lunch is served at tables decorated with coloured glasses and the brightest flowers, and musicians unostentatiously play on strange-shaped instruments. Along the waters, overhung with melancholy drooping trees, progress is hindered by the natives paddling in their barks—shallow and narrow as spears on the water—offering, for the smallest coins, mountains of colossal violets, huge pink double poppies that do not fall and wither on arrival at home, and lilies that are stacked so high they fall over into the water.

THE DESERTED VILLAGE

Puebla, with its vivid tiles and shining domes, is six hours away by car. It is reached via Cholula, a deserted town on a hill, with a romantic landscape, cypress trees, and three hundred and sixty-five churches. However barren and (Continued on page 122)

Every Week go to
Your Beauty Shops
and daily
enjoy **DOUBLE MINT** gum. Two great
Beauty Secrets for every woman!

**WRIGLEY'S
DOUBLE MINT
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Jubilee

BY REED & BARTON



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AGELESS IN BEAUTY**

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REED & BARTON Silversmiths TAUNTON, MASS.

INVASION OF MEXICO

(Continued from page 121) deserted this country may appear, it is not surprising to come across a bejewelled church where golden decorations flash like fireworks as soon as the door opens to let in the reflected sunlight.

One's ears react to the steep circling through the mountains on the road to Cuernavaca, where the colouring is an unfailing surprise. The yellow and rose cathedral crumbling behind its black-streaked pink and yellow walls, the crudely painted streets, flaky white, flaky blue, flaky salmon-pink, the mother-of-pearl dust in the streets, the turquoise sky, the vivid morning-glories, the scarlet and magenta bougainvillea, produce a riot of colour that reaches its climax in the market-square under the ilex-trees, where every shade of blue is assembled. The booths are painted blue, everything blue is offered for sale, and even the natives wear blue shirts or blue trousers. This is the great shopping centre for visitors, where the bracelets, baskets, shoes, and hats produce much excitement and enthusiasm.

"UPWARD AND ONWARD"

The journey should be continued through the mountains, when evening darkens the blue horizons to purple, and the swirling colours of the sunset dominate the earth. To arrive at Tasco by night is to arrive in a magic world. It is surprising to find that approaching automobiles can even essay the stupendous incline of the roads, yet somehow they arrive in safety at the newly completed hotel (sufficiently Americanized to be comfortable) on the summit of this vast hill. From the terraces, the world lies below, the glittering firmament above. Looming in the semi-darkness are the twin towers of the pink plateresque cathedral. In the distance, there are muffled shouts, the faint barking of dogs, the tireless screeching of crickets. On the summit of the hill, a band is playing, and rockets are being let off, for a fiesta is being celebrated outside the little white church, decorated with garlands of scarlet cheese-cloth, scarlet paper poppies, and crimson roses, creating a rather startling, but very gay effect.

Inside the church, black-draped ladies are praying—oblivious to the excitement of the crowd outside, which, in huge straw hats and white cotton suits, has swarmed up the trees to watch the frantic antics of a young man. This Mexican Serge Lifar is carrying on his shoulders a black-and-white paper animal, set in a bamboo skeleton, that looks like some of the wire sculptures by Cocteau or one of Picasso's figures from "Parade." He is the bull, El Toro; the bamboo framework is an ingenious arrangement of fireworks, wherein one squib ignites another so that the bull charges and thrusts among the delirious crowd, to the accompaniment of squibs spurring in every direction and catherine-wheels spitting around. The excitement never diminishes; and, upon awakening to a shining world early next morning, the band can still be heard playing outside the church door—for it will not cease until the fiesta is over next Ash Wednesday.

Acapulco comes after a series of seemingly endless turnings around hair-pin bends, through a slowly changing panorama of mountains covered with tropical trees, pulque cactus, and organ-cactus; through settlements of palm-thatched huts, where tiny, spider-like Chihuahua dogs, pigs, hens, and little chickens share the one living-room with the natives. Manuel, our driver, is a poet, and prattles unceasingly of the sky fires, meaning fireworks, and the stars of the sea; and frequently he must stop the car and get down to see if "the air has flown out of the tires." But eventually the orange coloured earth leads to white sands, and the turquoise sea of our goal, the Pacific Ocean, is made more exciting by the presence of small electric fish that sting like gnats and fish like butterflies, bright lapis-lazuli blue. There are humming-birds and orchid parasites in the trees. The Southern Cross shines bright in the sky; the day has not yet begun. Yet down on the quay, activity has started long since, and little boys are returning laden with big baskets of silver fish on their heads. Pancho and his son tell us their philosophy of life while fishing, and later the large Spanish mackerel that was caught with their help is placed on the breakfast table on the terrace.

At night, the fiesta is celebrated by dancing to the light of flares on the white sands, and the mysterious glow gives a further unreality to the white-satin-robed figures with tall peaked hats—like the Ku Klux Klan or the Spanish inquisitors—and the violent Aunt Sallies in vivid masks and strange costumes. Confetti is thrown in clouds; suddenly a person's dress, hair, and face become entirely pink or green, or a swarm of confetti makes a whole group of little children bright mauve. But the friendliest gesture is to break a dyed and confetti-filled egg on the crown of somebody's head.

FAREWELL TO YUCATAN

From here it was particularly sad to turn home. Although each evening, on landing from the skies in some less distant spot, it was pleasant to discover a new town at dusk—and the joys of American civilization were never more appreciated—each further flight made Yucatan more obscure. The ice and hot water, the corned-beef hash, and the latest Fred Astaire film in Texas sounded the death-knell of Chichen-Itza and Manuel the poet-chauffeur.

But there are the memories that will not fade—of the sweet spice-smelling markets, so wildly coloured; of the strange underground river for bathing in Mérida; of the *tequilas*, a dynamite drink, to be taken with a slice of lemon and a dash of salt; of the indestructible beauty of Mrs. Williams, in shorts, being shaken like a pea in a pod in a twenty-year-old Ford—banging and bouncing, over the boulders, through clouds of red dust, into the ravines—on its tortuous journey to Uxmal; of the Countess di Zoppola, in the heat of the day, seeing the museum in Mérida with her shoes under her arm; of Mrs. McAdoo perilously hanging by immaculately enamelled finger-nails over a precipice in old Chichen.

King William gave England the "Yard of Clay"

Even royalty hunted "low-temperature smoke"

Why should a royal king of England bother his head about a pipe stem? Why should a learned Persian shah urge his subjects to smoke the water-pipe?

Because for 400 years—ever since man first fell under the spell of fragrant tobacco—he has known this fact: the supreme pleasure of smoking is reserved for those who can keep smoke-temperature low.

Modern Americans know it, too. But who wants to cart around a "yard of clay"?

Now found in a cigarette

After 400 years, America has the answer. Captured in the short length of a cigarette—SUPER-MILD SPUD.

It's not merely another cigarette brand—it's another brand of smoking! "Low-temperature smoking"—and it gives you enjoyment you've never had before:

First—real freedom from tongue-bite. You can thank SPUD'S kindly menthol.

Next—a fresh, clean mouth—after all-day smoking.

SUPER-MILD SPUDS have three things never before combined in a cigarette. Vintage tobaccos—up to 10 years old. Moisture "sealed in the leaf." And *menthol*! Used as only the originator of the menthol process knows how to use it.

Try SUPER-MILD SPUDS today—and learn the pleasure of "low-temperature smoke."



"YE KING DID EXHIBIT A CURIOUS PYPE." And curious it seems to us! But the "yard of clay," brought over from Holland by William III, influenced English smoking habits for a century. The reason? It was another step toward "low-temperature smoke."

© 1936, The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.



PHIL REGAN, star of "Laughing Irish Eyes," a Republic picture.



AFTER CENTURIES OF GROPING—SPUD.

No gadgets, no ponderous contraptions—but marvelous "low-temperature" enjoyment, self-contained in a cigarette. No wonder Americans are crazy about it. No wonder it is changing *our* smoking habits!

MILLIONS OF SPUD SMOKERS CAN'T BE WRONG!

Melt

"POWDER CATCHERS"



Miss Geraldine Spreckels, of the distinguished California family, says: "My skin is constantly exposed to wind and sun. But Pond's Vanishing Cream smooths it in a second."

See skin appear smooth—in one application

REMEMBER how you looked this morning—when you powdered your face? Skin grand and smooth—or all flaky? Each flake catching your powder! Each roughness standing out . . . clinging no matter what you did!

Yet it's so simple to melt off those "powder catchers"—see your skin smooth in an instant, ready for powder.

They're just *dead cells*. Part of your skin that's old, dried out. So many of them, they lie like a layer on top of your skin. The thing that melts them away is a keratolytic cream (Vanishing Cream)!

A quick skin softener

A prominent dermatologist explains:

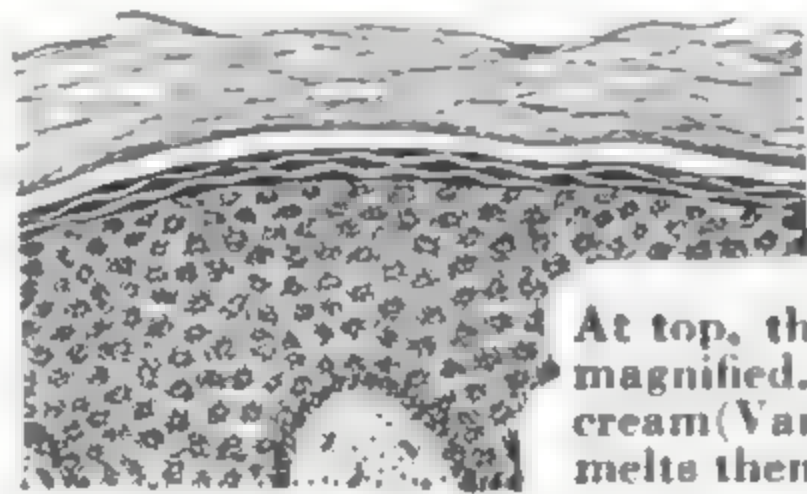
"When a keratolytic cream (Vanishing Cream) is applied, old dried-out cells on the surface skin melt away. This brings into view the new supple cells beneath. The skin, as a whole, immediately takes on a fresh, softened appearance—smoother, texture finer, coloring improved."

It's plain to see—Pond's Vanishing Cream is more than a powder base. It actually has that special keratolytic property which melts off dead cells . . . brings real skin beauty! There's no waiting. Even the first time you use it, you see results. Flaky places smooth out, skin looks—and is—perfectly smooth all over.

Start improving your skin with this twice-a-day softening . . .

For a smooth make-up—Always before powdering, smooth Pond's Vanishing Cream on your freshly cleansed skin. Powder-catching roughnesses melt into nothing. Your face shows only the smoothest, softest skin. Shine gone, little faults concealed. Powder and rouge go on easily, evenly . . . cling hours longer.

Overnight for lasting softness—After your regular nightly cleansing, apply Pond's Vanishing Cream. It leaves your skin smooth, not a bit greasy. Nothing to smear the pillowcase. Yet this invisible cream is a true beauty treatment—softening your skin the whole night through!



What melting does...

At top, the roughnesses magnified. A keratolytic cream (Vanishing Cream) melts them away.

Send right now for the 8-piece package containing a special tube of this quick-softening cream.

8-Piece Package

Pond's, Dept. E142, Clinton, Conn. Rush 8-piece package containing special tube of Pond's Vanishing Cream, generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ for postage and packing.

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City _____ State _____

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MENTAL FASHIONS FOR MEN

(Continued from page 71) Stade Roland-Garros to beat him in practice play. He wears clothes cut *à la Londres*, he will not have a moustache for fully ten years, and he rarely speaks with his hands. I know this portrait is heterodoxy to Hollywood, but it is candid camera, nevertheless.

To the extent of your reportorial dexterity or interest, you pump this Frenchman to determine why he has so much as parenthetical concern in women's fashions. In his excessively tidy, rational manner, point after digital point, he bowls over the American male with this blast of dialectics:

(1) Because I am a sentient animal, I am an observing one;

(2) Because I am never a Philistine (who is, in the main, a feckless and obese person living east of the Rhine) I am as much interested—but not more—in women's clothes as I am in painting, music, a gun, an automobile, a locomotive, or the *Normandie*;

(3) Because of my pocketbook;

(4) Because women's fashions emotionally concern my wife, sister (or often, somebody else's sister), and whatever touches them, involves me.

This pontifical doctrine crashes against the rocks of a second Pernod, let us say, and you begin to hear the surge of humanities beneath the cold clatter of a Frenchman's speech.

GALLIC CREDO

You break this reasoning down into its human components, and what does it mean? When, explaining his interest in women's clothes, your Gallic friend says he is a sentient animal, he means that his senses are immeasurably keener than those of the Anglo-Saxon races whom he considers—none too secretly—stupid as sheep and blind as bats: a fruity chapter in the catalogue of French humour is devoted to anecdotes at the expense of Englishmen, and to their etiquette that any display of emotion or human warmth is not good taste—this canon is always good for a bel-low in France. The Frenchman is certain, for example, that Englishmen are uncomfortable over the success of Captain Molyneux.

In pursuing his second argument, the Frenchman gets into his most persuasive vein. To be a Philistine, not to be *au courant* of distinguished performances in the sophisticated arts, is very nearly the Original Sin by the tenets of Paris, the most civilized metropolis, he claims, in the world. He goes to an opening of Schiaparelli's (if he is lucky enough to get an invitation), impelled by the identical motives that take him to the theatre, to an art or industrial exhibition—a live-

ly interest in any demonstration of the ingenuity, dexterity, and general *savoir-faire* of the human mind. He is, besides, mindful that his sex is numbered among the first ten couturiers, and he often argues, with considerable vehemence, that men are the greater designers.

The third point, that women's clothes should interest him because they are agents in his financial chemistry, springs from the eminently rational view of the Frenchman toward money. Because he recognizes that one part of his income must be set aside for the clothes of his wife and daughters (or for that problematical sister of somebody else), he craves to know as much of the economics of dress as he can—this is quite apart from his aesthetic curiosity. When you inform him that a substantial strata of American and British society regard it profoundly vulgar to imply the existence of money, he gives you that classic shrug of fatigued incomprehension and a laconic "*incroyable, mon vieux*."

FASHIONS AND "AMOURS"

But he is most articulate and characteristic in his analysis of the fourth point—that fashions concern him because they impinge upon the emotions of women and, hence, upon his own—implicitly, he has some. And it is here that you recognize, finally and irrevocably, that he will be forever alien to the Anglo-Saxon mind. First, he blandly confesses that women have more than biological entity and accent in life (even if they can not vote in France); second, he admits readily that he finds nothing in life more absorbing than study of the feminine mind, of the reasoning, for example, that prompts woman's cabalistic tastes and distastes in clothes—this testament does not embarrass him in any degree; and third, and most damnable of all, he tells you baldly that he is captivated by fashions because they have a relevancy to *amour*.

He says the word out loud, completely at ease and unabashed.

And if you protest that *amour*—well, really now, *mon cher confrère*, you're not serious?—he replies he was never more serious in his life. He will embroider the theme, while you restively light another cigarette seeking a plausible out, and insist on describing in fabulous and silken detail the profound extent of his familiarity with the domain of women's clothes; and he will polish off this demoralizing oration with a coda designed to persuade you, believe it or not, that feminine dress has philosophic implications.

Then you know he's crazy.

TO OUR CONTRIBUTORS

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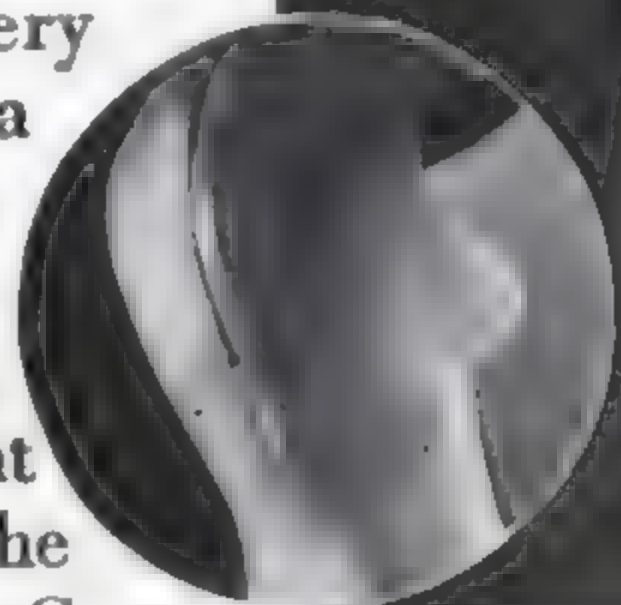
Not for **YOUTH** alone ...but **YOUTH** for **ALL AGES**

Never let your figure date you! Of course you'll always have birthdays, but with a Vassarette moulding your silhouette you can ignore them gracefully. Sleek and slimming... supple as you are, Vassarettes give your body the easy, natural look of youth no matter what your age. And how comfortably their firm restraint flattens your back, shapes your curves, tapers your waist. That's because it's fashioned

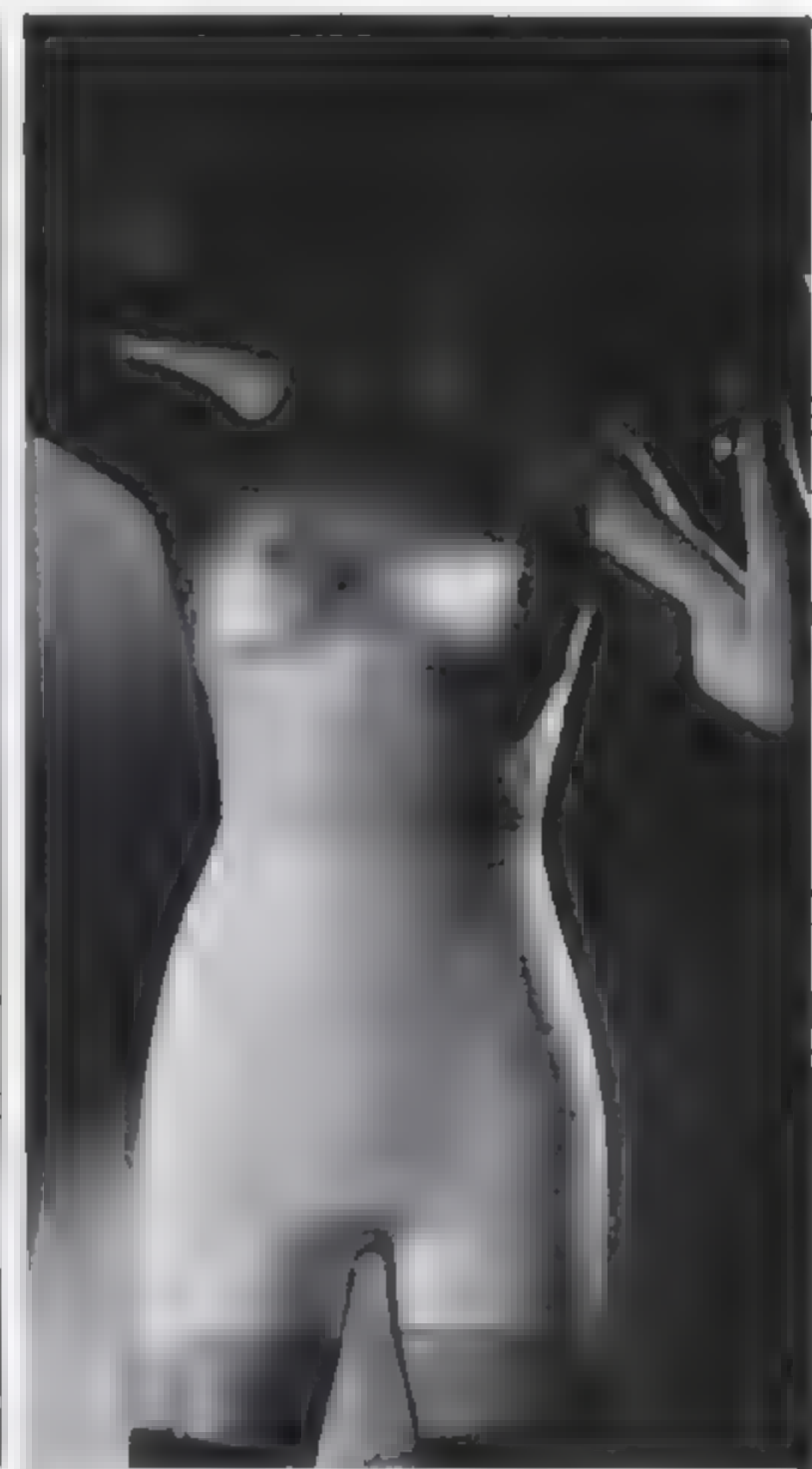
right into the specially processed Lastex fabric! There's a Vassarette for every figure... slight to stout. Insist on a fitting in the style best for you. And to be sure of your figure, always look for the Vassarette label. Vassarette Foundations \$5 to \$15 at better stores everywhere. Write for the name of the one nearest you. Vassar Company, 2571 Diversey Parkway, Chicago.

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Underneath it all... **A VASSARETTE**



● NEW VASSARETTE ALL-IN-ONE WITH ADJUSTABLE BACK... shown with strap lowered (fastened with invisible loop and button) for formal wear. Inset shows strap adjusted for daytime support. \$10



● NEW VASSARETTE PANTIE-GIRDLE... all the comfort of a pantie with real girdle control. Legs are short and slimming, garters are detachable. \$5. Wear it with adjustable, slip-on Vassarette Bandeau. \$2

SHE'S GOING TO HAVE A BABY



DAHL-WOLFE

...The allure of severe elegance is irresistible when—

STEHLI'S "SWORDFISH" is the texture.—Its square-patterned weave, its dull finish, its rich softness all go to make it the newest CROWN RAYON success,—and fashion favorite. Full shoulders, wide revers and barber pole Ascot,—feminine fol-de-rols that achieve what every girl dotes upon this Spring. Choose Sky Blue, Shrimp, Chartreuse, Sauterne, Daiquiri, Ice Blue, Pale Lilac or White . . . Sizes 12-20 . . . Price \$29.75.

SWORDFISH is woven of CROWN RAYON, the NEW Rayon of Fashion. The Crown Tag stands for laboratory tested Fabric Construction; Color Fastness; Dry Cleanability; Wearing Satisfaction.

DE PINNA, New York City; L. L. BERGER, INC., Buffalo; B. F. DEWEES, Philadelphia; HARZFELD'S, Kansas City; HIMEL-HOCH BROS. & CO., Detroit; FRANK R. JELLEFF, Washington; THE LINDNER CO., Cleveland; LIVINGSTON'S, Youngstown; MARSHALL FIELD & CO., Chicago; E. T. SLATTERY CO., Boston; STERN & MANN CO., Canton; JENNY CO., Cincinnati.



"A FABRIC CREATED OF CROWN RAYON . . . IT'S TESTED!"



(Continued from page 93) Here are more clever ways of keeping up appearances during the baby-making process.

For dinner at home on warm summer evenings, the first sketch shows a floating tea-gown with charming deceptive powers. It's of double thicknesses of white chiffon sprinkled with tiny field-flowers; about \$25; from Lord and Taylor's Maternity Shop.

Second: For all of you who do not want to be deprived of a dip in your favourite pool, here is a bathing-suit that understands your problem. It is of navy-blue silk jersey, lined throughout and cut on surplice lines; about \$15. On your way to the water's edge, you can wrap up in the accompanying wool jersey cape; around \$14. From Bonwit Teller's Anticipation Shop.

Third: An enchanting negligé of pink or sky-blue satin with a border of basket-weave of the same material. The graceful sleeves are an admirable counterbalance. About \$30; from Altman.

Lingerie is one of the most important considerations during maternity

days, for ill-fitting underthings can mar completely the effect of one's outer clothes. The group of lingerie shown here includes a wrap-around slip that may be adjusted to the enlarging figure by means of a row of buttons. It's of peach crêpe, trimmed with Valenciennes lace; about \$6. There are panties in the same colour; about \$3; and a peach crêpe and Valenciennes lace nightgown that swings to the side and ties with a bow; about \$10. The entire set is from Bonwit Teller's Anticipation Shop.

And one or two parting words for all you infanticipating young women. Double your efforts on behalf of beauty. Keep your hands meticulously groomed, have more frequent manicures than ever. Squander more time at the hair-dresser's—shining coiffures will pin eyes on your head instead of elsewhere. Wear hats with fairly large brims—they preserve better proportions. Be lavish about flattering neckwear. And, finally, base everything on well-chosen, moderately heeled shoes.

CUIR DE RUSSIE

(RUSSIA LEATHER)

The poetry of action expressed in perfume... It's the sweep of a far-off horizon... the sound of wind through the struts of a plane... the arc of a horse as it leaps a stream... For all of your out-of-doors hours.



CHANEL

GLAMOUR de CHANEL
GARDENIA de CHANEL
No. 5
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L'AIGLON FROCKS IN SEAL CREPE

SET THE TEMPO FOR A GAY SEASON

Swing into summer's lively parade in one of the new L'Aiglon Frocks, made of Seal Crepe. Expert designing and fit usually found only in much higher priced dresses. Seal Crepe is woven of Enka Rayon and is always beautiful. It dry-cleans very satisfactorily and can also be washed under directions on tag that comes with each garment.



Double-breasted wide lapels...bright buttons accent. The print of poppies and leaves is very new. Predominating colors: Blue, Grey or Orchid—all on White background. 16 to 42. \$5.95

Miniature flower sprigs on clear pastel backgrounds—fine clustered tucks on blouse. Jewel-like buttons and buckle. Blue, Yellow, Light Coral or Orchid. 12 to 20. . . . \$5.95

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And representative stores all over the country.

If unable to locate L'Aiglon, write Biberman Bros., 1350 Broadway, New York

ME AND MY GARDEN

(Continued from page 59) passionately during the winter, but the coloured plates have a tropical effect that is most misleading. While I am looking in the book, I can not recall in detail what the real flower does look like, and, when I am viewing the flower in its season, I can't quite remember what I saw in the book, or what it was called. Nevertheless, I find garden books invaluable. Ranged on the shelf, they form a cultural background, they lend moral support and an artless faith that some day I shall suddenly know all there is in them, by absorption through the pores.

TWENTY-FIVE THOUSAND ROSES

These books also impart delusions of grandeur. Twenty-five thousand varieties of roses, I murmur to myself—when I have another life to give to thrips, mildew, blight, red spider, and rose-beetles, I shall devote it to growing roses exclusively. Lilacs—you can't imagine how many lilacs there are, with names. Six acres would barely suffice to contain them, one of each. I used to think there were only two kinds of lilacs, purple and white. I say nothing of bulbs, having discovered that so many of them aren't bulbs. They are corms and rhizomes and tubers. Then there are all the flowers hitherto unheard-of by me, flowers obtainable only in Latin, flowers with singular tastes, and of Franciscan humility, grateful for poor soil, drought, neglect—possibly even flowers that like to be stepped on, such as the camomile, though that is an herb.

If ever I got all those masochistic flowers planted, I could go in for the pampered and luxurious garden pets, which demand rich soil, greenhouses, incessant care, spraying with costly liquids, grafting, cross-fertilization, and frequent changes of scenery, being carried from cellar to attic, indoors and out again.

Here again I have not yet learned how to reach an agreement between whatever flowers I have and what land I have. Given a particular flower, I find that it will not tolerate the precise conditions I am able to offer it at the moment: sun, shade, acidity, sand, clay, moisture, drainage, whatever it is, that flower can not abide it. Some portions of my land that happen to be very rich, deep alluvial deposits, mellow with leaf-mould, cause me endless trouble. Having got rid of the matted profusion of blackberry vines originally in possession, the grass grows so vigorously on these favoured spots that it takes all the gardener's time mowing it down. The grass near the house, which should compose the lawn, looks poorly. It turns into crab-grass, interspersed with plantain and dandelions; it pines away and leaves bare spots. But where grass is not conventionally necessary, it shoots up six inches overnight and smothers any stray flower I may try to wedge in.

Only a terrified cosmos, which had moved out to the middle of a field to escape my wandering feet, did very well. It grew eight feet high, and had to be propped with a stick. It looked pretty silly all by itself. Besides, I don't like those aniline pink cosmos. Some nasturtiums also became deliri-

ous with high living on that good soil. They bloomed from June till the last week in November, about a million flowers I guess; obviously they would have kept it up forever if winter had not come down on them hard. However, I like nasturtiums. Now that they know that's where I want them, I hope they won't refuse to grow. I have misgivings on account of the daffodils, for I did manage to secure an ideal situation for a consignment of healthy daffodils, on a pleasant western slope; and most of them died. It wasn't only that the moles or field-mice ate them. Others just died. Utopia bored them.

In some respects, the land filled the imaginary specifications. There was not only one gnarled apple-tree, but ten. It sounds ideal, until one finds out how much attention an apple-tree demands. Especially tent-caterpillars. Owning ten apple-trees does not make me a social favourite in rural circles, for I can not go near an apple-tree now without fixing a baleful eye on it. To other amateur apple-tree owners, I remark impulsively that their apple-trees need a thorough going over; I point out innumerable lurking insects and utter gloomy prophecies. The net effect is much as if I had gone into my neighbour's house and inquired why don't they sweep under the bed.

THE PERSISTENT IRIS

You have to look out for iris. The surplus supply of iris in the United States must be incalculable. There is always iris on the land when you get it, and friends arrive with baskets, bales, truck-loads of iris every day or so. They send iris from remote points; they are inflexibly determined that whatever else you may lack, you shall not suffer for want of a few iris, not while they have strength to come to the rescue. So I have got iris.

But the main result of my going to the country is not horticultural. Until the bills come in, you wouldn't believe the amount of hardware demanded by the simplest kind of non-gardening. I had rashly assumed beforehand that a trowel and a hoe would see me through, with, of course, a borrowed lawnmower. Alas, these are but a drop in the bucket (you need a bucket), a fleabite in the ocean. A pickaxe and a spade, a spade—Shakespeare was starting a garden—not to mention a wheelbarrow, a bill-hook, a ladder, a pruning gadget, two iron rakes, one large wooden rake, one light bamboo rake, a mattock, a brush-scythe, a small scythe, a large digging fork, a small digging fork, a pair of shears, a pair of scissors, a knife, a machete, an ax, a hatchet, a small saw, a medium-sized saw, a cross-cut saw, a spraying tank, a crowbar, a sledge-hammer—no, the sledge-hammer is not used to stun the flowers, but to break rocks—and some more things I can not remember without going out in the garage to check up. (I have to pay for an indispensable heavy garden roller and a new wide-gauge lawn-mower.) A motor-mower is a cherished vision of the future.

Now it can be told; it was I who started the revival in the heavy industries, the rise in steel stocks. To do that with a clump of nasturtiums and three sweet-williams is no small feat.

THE *Maytime Magic*

OF YOUR
SALON-AT-HOME

DU BARRY
Beauty Preparations



Put yourself in the pink... with the new DuBarry Rose Cream Mask, a luscious rosy concoction that does heavenly things to your skin. Banishes fatigue lines, firms contours, refines pores, and leaves your face feeling fresh and glowing. \$3 and \$5.

Mix your own complexion radiance! Blend DuBarry Milk of Cucumber and Orris (\$1.25) with DuBarry Powder Lotion (\$1.50)—tans for daytime, lighter shades for evening. Top with DuBarry Face Powder (\$2), and greet the world with a brand-new skin tone—satin-smooth.

Recipe for bigger and better eyes: first cleanse and clear them with DuBarry Eye Bath... add a touch of mystery with DuBarry Eye Shadow... a touch of charm, a dash of allure with DuBarry Lash Beauty. Mix well with moonlight and serve. \$1 each.

Off on a cruise? Lie you to the Richard Hudnut Salon at 693 Fifth Avenue, New York, and let professional hands beautify and bless you before you sail. And in Mexico City—if by happy chance you're going there—you'll find a complete Richard Hudnut Salon ready and waiting to make you feel at home.



MAJOR FELTEN

Shame on the face that's weary in spring! Take it in hand... in your own *two* hands. And treat yourself to the famous DuBarry Facial... in your salon-at-home. Indulge in the rich DuBarry creams, the stimulating lotions, and the freshening magic of the Rose Cream Mask. A booklet explains the DuBarry Hand Principle—so simple, so logical. Ask for it at your favorite cosmetic counter. Then, with the finishing touch of new DuBarry makeup, step forth to salute the spring!

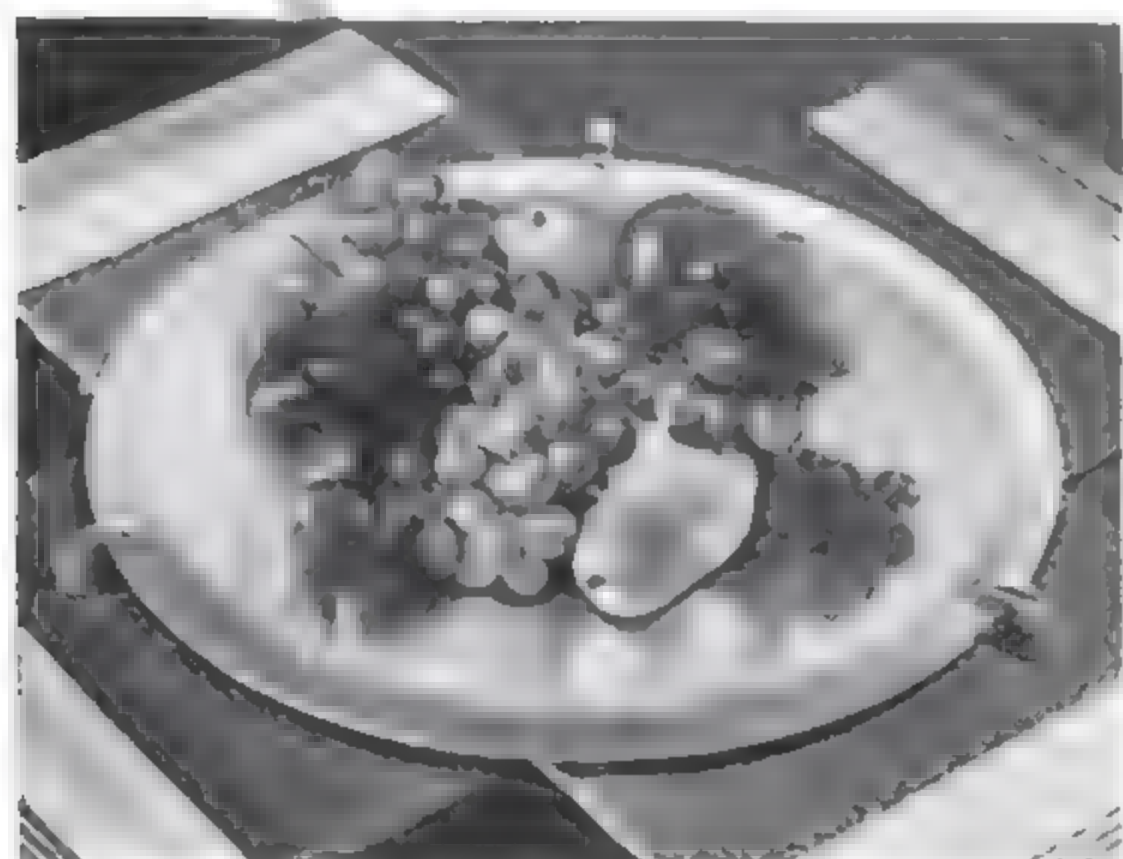
New York **RICHARD HUDNUT** *Paris*

London... Toronto... Buenos Aires... Mexico City... Berlin... Barcelona... Budapest... Capetown
Sydney... Shanghai... Rio de Janeiro... Havana... Bucharest... Vienna... Amsterdam



Kensington

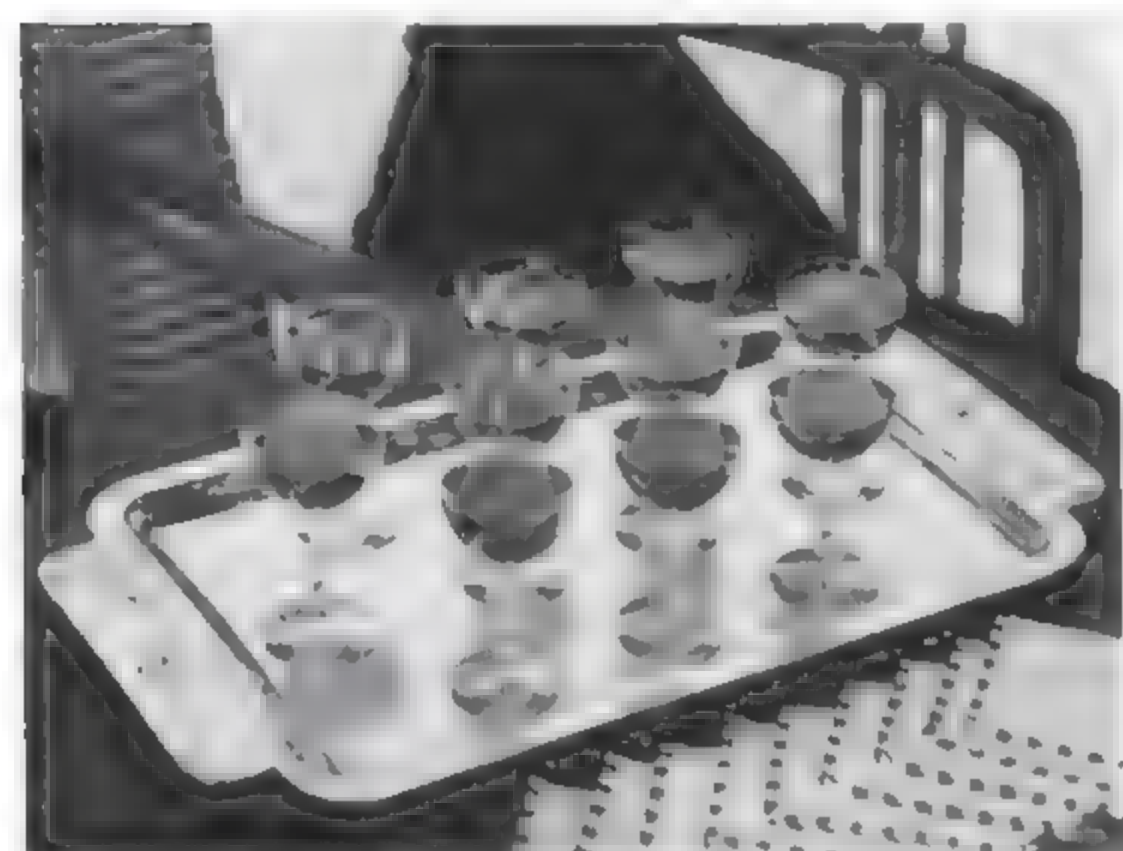
GIFTS ARE A JOY FOREVER



The Aztec Platter. Diameter 16 in. Classic beauty for centerpiece, for serving hors d'oeuvres and canapés, or sandwiches. \$10.00.



The Clipper Ship Buffet Server. 14 3/8 in. x 22 3/8 in. Complete with wood center and Kensington partitions, \$12.50... tray only, \$10.00.



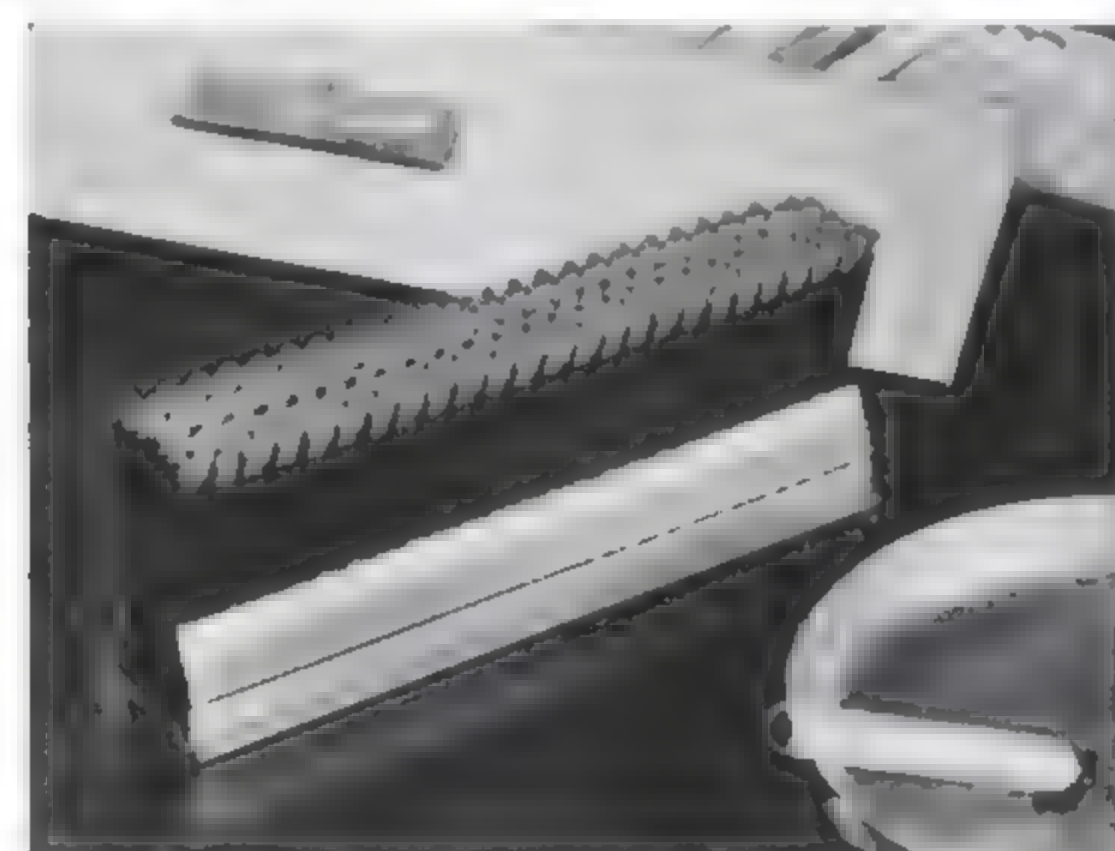
The Hunt Tray. 11 1/4 in. x 20 1/2 in. For cocktails, for coffee after dinner, and whenever a tray should look the part. \$7.50.



The Dover Bread Tray. Graceful lines, with decoration in repoussé. Styled to hold either bread or rolls. \$3.75.



The Zodiac Platter. Diameter 18 in. Thrilling beauty as a plaque, and useful for serving sandwiches and canapés. \$10.00.



The Rainbow Matchmaster. Length 6 1/2 in. A popular bridge prize or favor. Holder and Filler, \$1.00. Refills, two for 75c.



To weddings, to graduations, go distinctive gifts of Kensington... brides and graduates will treasure them for their graceful lines and for the lustrous beauty of this new metal, a unique alloy of Aluminum. Months and years will not break the charm, for Kensington pieces do not tarnish or stain.

You will find a wide variety of Kensington gifts at Jewelry, Department, and Specialty Stores which sell the nicer things.

Kensington

INCORPORATED

OF NEW KENSINGTON
PENNSYLVANIA

SHOP-HOUND LIFTS

(Continued from page 104) • By all means control your child, but let her feet know freedom in well-made shoes. J. and J. Slater, whose department for children's shoes has long been popular, are busy developing a new idea. They have observed that children often amuse themselves by trying on their mothers' shoes, and they attribute this to a secret desire on the part of the children to wear the same kind. So, whenever sporting and simple enough, they are going to make a junior edition of successful grown-up shoes. They've begun with the "Runaround," a low-heeled laced shoe, with perforations over the instep and toe. The "Runaround Junior" will have a seven-eighths inch heel, rubber or leather soles, and will be made in sizes from 12 1/2 to 3. It costs from about \$5.75 and is made in white or blue Bucko and in brown calf.

• If for any reason you think your children's feet need specially scientifically built shoes, then Indian Walk Footwear is your cup of tea. The people who make them are inspired with a fervid desire to see future generations walking nimbly on well-formed feet; should they think the child's feet are in need of medical attention, they'll decline to sell shoes until the parent produces a doctor's prescription for the necessary corrective measures. Their shoes are built to take such wedges as may be prescribed, but are not in themselves corrective, but preventive.

All their footwear, for infants, children, and grown-ups, is built on the same principle: the sole must be absolutely flat, to give the wearer correct balance and to prevent rocking. All twenty-six bones of the feet thus carry the weight of the body. And the heels of their shoes are three widths narrower than the forepart of the shoe, giving the toes unrestrained action for gripping. The first walking shoe for an infant has the sole and heel on an even plane, and flat as a pancake, of course. Gradually, the balance of the heel is raised, preparing the ankle for higher heels to come, and, along about seven years old, the child gets its first elevated heel. This rises by stages to a height of one inch and a quarter, for a college girl. But there isn't a shoe in the store with a heel higher than one inch and five-eighths.

• To many children, the scenes depicted in pictures on the nursery walls are a vivid part of their existence, almost more real than life. A number of parents mould the child-mind with reproductions of the classics, but the large majority believes that children should gaze upon pictures with a special appeal to youth. At Childhood, Inc., 32 East Sixty-Fifth Street, you'll find the work of a young artist called Rosalie Slocum. Her pictures have the brilliant colour, the movement, the story-telling power, that any child not psychoanalyzed out of all recognition would adore. They are done in printer's ink, and have a simple, childish quality, not at all patronizing, and the subjects every child could understand. For instance, a black-and-white sketch shows a game of blind man's buff in a wood; the hiding children grip the trees, and their faces are a little scared, for the

silence of the wood has suddenly frightened them. These pictures cost from about \$15 to \$50. But don't run away with the idea that Childhood, Inc., is solely a children's art gallery, for they make delightful nursery furniture, designed in such a way that as the child grows older so can the furniture assume nobler proportions. And they have original fabrics; a curtain material designed by Adolph Kronen-gold depicts scenes from nursery rhymes, crayon drawings on linen. The design is pressed in with a hot iron, and the material is washable.

• For some time past, women reading theatre programs, in restaurants mulling over menus, in telephone-booths peering at directories, have been closely watched. It was observed that numbers of women couldn't really see to read such small print, yet did not, from motives of pride or prejudice, wear glasses. The result of this piece of spy work is a tiny, inconspicuous pair of spectacles designed by Eugene, Inc., Opticians. These glasses have rectangular lenses, no bigger than the pupil of the eye, and should be a godsend to long-sighted people who have trouble focusing on ordinary print. They're half the size of ordinary spectacles, for, apart from the tiny size of the lenses, they have short legs which grip the temple, but don't get in your hair. You can get them made of demi-blond imitation tortoise-shell, and of imitation shell in various colours. They fit into tiny cases, made of two-toned leather or moire, and the whole thing costs about \$12, with the case made to order in your favourite colours.

• Are you one of those people who, in company with mad dogs and Englishmen, go out in the noonday sun? And is the pursuit of sports in hot weather a problem because you find the weight even of the lightest summer dress an intolerable burden? In other words, are you interested in tennis dresses and in garden dresses made of a material said to be twenty per cent. cooler than any other known material? Saks-Fifth Avenue has them, and the dresses cost from about \$19. The material is made from an absolutely lintless thread, and then woven in such a way that the air can penetrate more quickly than usual. It looks like a very fine gingham, and is made in plain pastels and narrow stripes.

• Hearing that Stein and Blaine had opened a new department for ready-to-wear clothes, I jumped on my bicycle, and was there in no time. At the moment, they have some particularly entrancing dressmaker suits, which would be a great standby for those unfortunates who will be in town this summer, pounding the hot pavements and gasping for breath. These suits are made of printed silks, in excellent small patterns and good colour combinations, and they cost from about \$50. One suit has a mannish tailored jacket, square-shouldered, and an ultra feminine organdie blouse, crisply ruffled. Another of plain blue crêpe has a bolero jacket and a neat little blouse of eyelet embroidery. And a street dress of navy-blue crêpe, two-piece effect, has a narrow (Continued on page 132)



You must have a McMullen shirtfrocks of Anderson's gingham. Peck & Peck.



Crisply tailored Fleck linen from Milgrim, New York, Cleveland, Detroit.



Evening dress that washes like a man's dress shirt of Peter Pan Glastone Pique. Best & Co., Marshall Field.



Ameritex bold printed cotton bathing suit. Lord & Taylor, N. Y. Bonwit Teller, Phila.

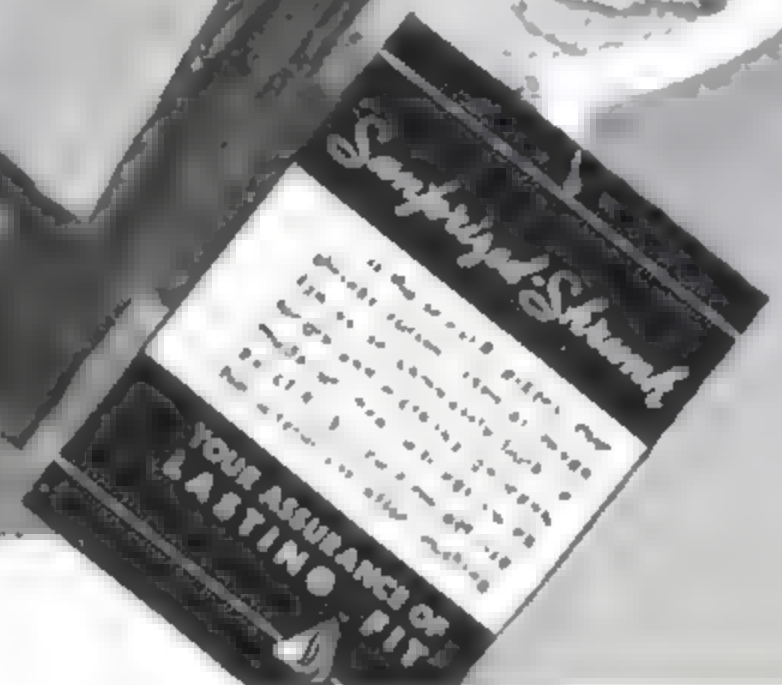


Culotte and jacket for town and country. McBratney's imported Flaxguild linen. B. Altman & Co., New York.

● Going to the beach . . . the mountains . . . abroad . . . to the Texas Centennial . . . to Mexico . . . or staying at home and week-ending? Wherever you are, you must have cottons and linens that go into the tub and come forth crisp and fresh and fitting like new . . . clothes that you can count on.

All garments illustrated are made from fabrics that are Sanforized-shrunk; they take their tubbings without fear of shrinking out of fit. All because Sanforized-shrunk is the scientific process that shrinks cottons and linens completely and permanently. Tag shown guides you to the smartest washables, American and imported.

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40 WORTH STREET NEW YORK CITY



BAS-RELIEF ON GLOVE LEATHER
the New Fashion in
BAGS by HARRY STONE

Soft as a glove...beautiful as a flower...different from any bag you have ever carried. Wear one with your new sports clothes in the color that suits you best.



The little gold Fleur de Lis identifies every bag by Harry Stone. For years, smart women the country over have called for Stone Bags because they are invariably "Foremost in Fashion" and noted for superior quality. At your favorite shop ask to see the entire collection of Bags by Harry Stone.

Gardenia White
Luggage Tan
Royal Blue
Delicious Coral
Geranium Red
Emerald Green

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"FOREMOST IN FASHION"

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from the Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following rules.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or the end of every letter.

(2) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.

(4) As there is no shopping service connected with Vogue, no shopping

commissions of any sort can be undertaken. However, Vogue Information Service will gladly suggest shops where direct purchases can be made.

Mrs. I. S. J.: When inviting out-of-town relatives to my daughter's wedding, what are my obligations in reference to hotel bills and sundry expenses? My house will hold only a limited number of guests.

Ans.: Circumstances have a great deal to do with the obligations of a bride's family towards out-of-town relatives at a wedding. In the case of the groom's parents, or a sister, or any one very closely related, it is usual to make some plan for taking care of them—either inviting them to one's own house, arranging for them to stay with friends, or paying their expenses at a hotel. With others less closely related, this is not necessary. Whether or not one should provide cars for their transportation to and from the wedding depends on the cars and means at one's disposal. It is courteous to do so when possible; the important thing is to make your guests feel welcome.

SHOP-HOUND LIFTS

(Continued from page 130) red leather belt and a narrow edging of coarse lace on cuffs, collar, and pockets.

• It's a wise child that knows its own father, but a wiser woman who knows her own hat. And unless you're one of those fortunate people who can jam on anything, it's advisable to put your head in the hands of some one who can tell at a glance just what kind of hat you should wear. Molli, 10 West Fifty-Eighth Street, does just this, and, as she designs her hats, she knows pretty well the kind of face each model should be atop. She has at the moment a number of little hats to wear with printed suits, from which it should be possible to find some that both you and Miss Molli would agree were your style. An irregular pill-box turban with a puff of chiffon in front, for instance; or a natural shantung with the flat-topped sloping crown, a tailored ribbon trimming, and a wide brim turned up behind. A picture hat of natural Italian Leghorn has a big bunch of flowers on the brim, in front, which seems to weigh it down. Miss Molli suggests this hat for bridesmaids. In Leghorn, it costs around \$25, but it can be made in Tuscan for around \$18.

• It's quite a problem to find the right kind of stocking for country wear, one with both backbone and good looks. McCallum offers one solution: an irregular pure silk stocking, made of two colours woven together. As a matter of fact, this stocking is called the Twizzle, one of those onomatopoeic words which probably gives a better idea of the stocking than any highfalutin' description. It is made in brown-and-beige, navy-blue and white, and black-and-white. And it's a twelve-thread stocking, which means it won't wear out immediately if you are eccentric enough to use your feet as a means of locomotion. You'll find these stockings in the shops for around \$2.95 a pair. Another excel-

lent new McCallum stocking, particularly good for country wear, is a very fine ribbed silk stocking, also to be found in the shops for around \$1.95 a pair.

• The number of gadgets that continually appear for the greater comfort of knitters has long been a puzzle to me. And it may well be that these inventions emanate from the brains of their relations, tortured by the accidents that befall knitters, and their consequent ill-humour. Alice Maynard's shop, the spiritual home of knitters, has a new gadget, called a Knitter's Kit. It's a small slide-fastened brocade pouch that contains all things needed when that final glorious moment arrives, and you sew the knitting together. (About \$2.50.) A much bigger bag, also securely slide fastened, will take your knitting-needles and costs about \$3.50, and each one is made from a piece of antique brocade. Talking of knitting, Alice Maynard has some of those new Austrian and French yarns, including nubby and pure linen yarns. They're made in plain colours, also natural with colour scattered through them. Sweaters of this yarn would be grand with linen skirts.

• Do your wardrobes bulge with last summer's dresses, making it quite a problem where to hang the newcomers, or are you confronted with the necessity of thinking up some excuse for buying new dresses, since those you bought last summer are still sound of wind and limb? The solution is the same for either situation: be charitable, send your discarded clothes to the Junior League Clothing Centre, 254 Fourth Avenue. Did I say send? I mean, telephone Gramercy 7-2389, and the grateful organization will send a car and chauffeur to pick them up. They go to needy families on the list of the Charity Organization Society and nine local hospitals.



All the loveliness of Spring

IS YOURS TO HAVE AND TO HOLD!

Elizabeth Arden promises you soft, smooth, radiant beauty young as Spring itself. And Miss Arden promises this new Spring beauty in and out of season for many, many years to come.

Cleanse without drying!

Night and morning and every time you change your make-up use Ardena Cleansing Cream and Skin Tonic which work together as one to cleanse thoroughly.

Soothe to prevent wrinkles

Every morning use the delicate Ardena Velva Cream to protect your complexion. And every night apply Orange Skin Cream to smooth out incipient lines.

Lift drooping contours before they set!

At least three times a week, lift your beauty to new heights with Velva Cream Mask.

Elizabeth Arden

Watch it refine the texture! Notice how it quickens natural color! Smooth it over puffs about the eyes and you can almost see them diminish! Spread it a little thicker where you think you're getting lines and you'll look for them in vain when you remove the Mask! Try it on fullness below the chin and that worry will soon be gone.

Make up according to the new "Maquillages Harmonisés" (Make-up Color Chart)

which lists the perfect shade for each new Paris color in every item from Powder Foundation to Nail Polish.

And finish with

Elizabeth Arden's New Complexion

First put on a light film of Illusion Powder. Then apply a little Cameo Powder over it in a slightly darker shade. Your skin will look as if lighted from within... a glorious complexion.

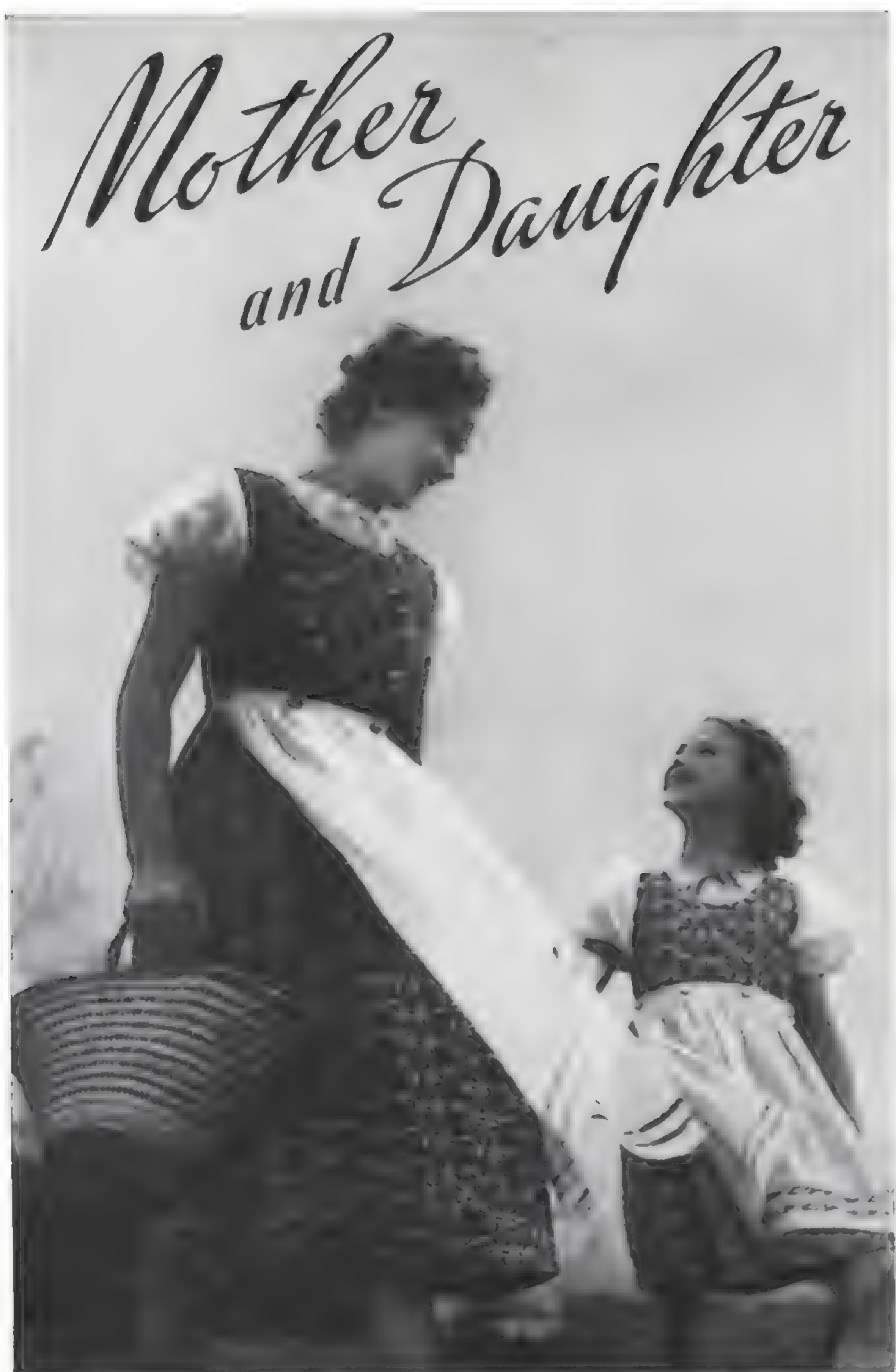
Now that you look properly radiant for Spring, Elizabeth Arden urges you to keep looking like that all through the year.

Ardena Cleansing Cream \$1 to \$6
Ardena Skin Tonic 85c to \$15
Ardena Velva Cream \$1 to \$6
Orange Skin Cream \$1 to \$8
Velva Cream Mask \$5
"Maquillages Harmonisés" (Make-up Color Chart) 50c, or gratis with \$5 purchases
Illusion Powder \$1.75 and \$3
Cameo Powder \$3

Elizabeth Arden

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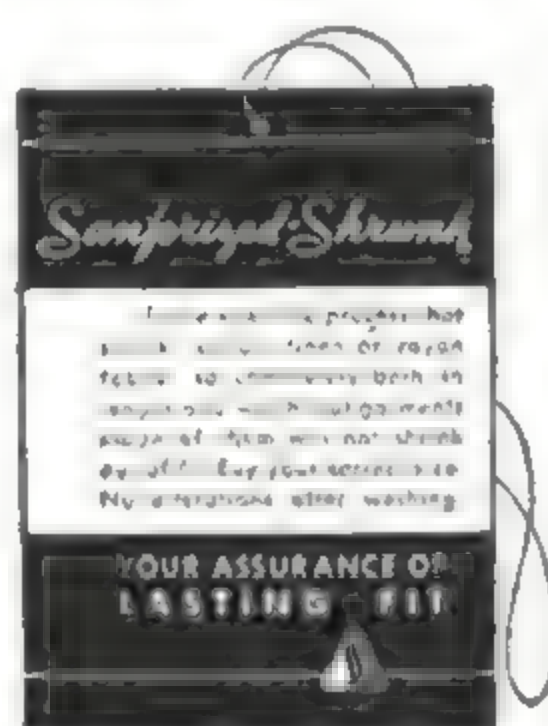
THE SPIRIT OF THE TYROL IN PRINTED COTTONS THAT WILL NOT SHRINK

Lanz of Salzburg designed these gay mother and daughter dirndl dresses with fitted bodice and full skirt. Ameritex executed the print, an exact copy of "Mountain House" with silly peasants and gingerbread houses silhouetted on a colored ground. Sanforized-shrunk of course, as the smartest cottons are.

Vacationers in Austria don these clothes upon arrival and long for the day they can get them at home. Now these and other gay Tyrolean garments in Ameritex prints are available at

Lord & Taylor New York
Julius Garfinckel . . . Washington, D. C.
Marshall Field & Co. Chicago
and exclusive shops in other cities

Sanforized-Shrunk
40 WORTH STREET NEW YORK CITY



TWO SERVANTS—THE LIMIT

(Continued from page 78) personally, their devotion is unlimited.

Once your duo is acquired, how do you start them to work? Every household should have a working schedule, even if it must be a very flexible one. Perhaps it is worked out between the servants and yourself, perhaps you have evolved one so satisfactory that you wish your newly acquired treasures to follow it closely.

In households of three or four run on the cook-waitress and chambermaid plan, the following might be typical schedules.

COOK-WAITRESS

- 7:30 Breakfast for maids
- 8:00 Breakfast for family
- 9-11:30 Cook interviews mistress, menus are decided and written, lists made for marketing, dining-room cleaned, kitchen tidied. Cook goes shopping.
- 12:00 Meal for maids
- 1:15 Lunch
- 3:30 Kitchen cleaned, dining-room in order. Cook should have until 4:30 to rest and dress.
- 5:00 Tea or cocktails served
- 5:30 Meal for maids
- 6-6:30 Living-rooms put in order
- 7:30 Evening meal served
- 8:30 Meal finished, kitchen put in order
- 9:30 End of day

CHAMBERMAID

- 7:30 Breakfast, does own room
- 8:00 or after; serves mistress breakfast if necessary. Her morning duties will then be regulated by the time mistress dresses and leaves the house. But between 8 and 12, she will clean the bedrooms and living-rooms, brush clothes worn day before, clean shoes, arrange closets, et cetera. She starts this work immediately after breakfast.
- 10-10:30 Prepares bath, lays out clothes to be worn, assists mistress to dress, does the room
- 12:00 Has her lunch. After lunch, until four o'clock she has time for washing personal effects, counting laundry, mending house linen, pressing
- 4-5:00 On duty to answer telephone and front door
- 5-6:30 She should have as her time off. After this, she should put away her mistress' day clothes, prepare tea-gown or evening clothes, and, while the family dines, she prepares the bedrooms for the night, puts out nightgowns, wrappers, slippers, et cetera.
- 8:30 Unless there is entertaining, her duties should now be over

The matter of laundry naturally affects working schedules. In a household of more than two, a laundress has to be summoned, but, when there are only two to be taken care of, the servants should manage the laundry easily between them, with the exception of sheets and stiff shirts, which are sent out. For such a household, in which the working combination is a cook and chambermaid-waitress, a general schedule of work might be as follows:

- MONDAY—Washing. The cook does the heavy laundry, the waitress lingerie and table-dolles. Dinner guests are not invited on this day.
- TUESDAY—Pressing.
- WEDNESDAY—Thorough cleaning of the house, in which both maids share.
- THURSDAY—A day when guests are expected for lunch. One maid off for afternoon and evening.
- FRIDAY—Polishing the silver, both share. One maid off for afternoon and evening.
- SATURDAY—The cook gives the kitchen a thorough going over and cleaning, the waitress does the same for the dining-room and pantry.
- SUNDAY—Alternate Sunday afternoon and evenings off. The cook prepares and serves dinner when waitress is away and vice versa.

The plan for man and wife varies somewhat. After the family breakfast, the man washes the china and silver,

does the floors, delivers the car, and goes to market. The cook must clean all the rooms, assisted, when his time permits, by the man. After the midday meal, the man servant cleans silver, cleans the car, presses clothes, polishes shoes, and must have an hour off to dress and shave. The maid takes care of the household linen and her mistress' clothes, and the work must be alternated so one of the servants is available for the telephone and door-bell. The man should be capable of preparing tea and cocktails while the cook is busy with dinner preparation. The man lays out his master's dinner-clothes and, after dinner, helps in the kitchen while the maid is preparing the bedrooms for the night.

The amount of service we can expect from our servants varies entirely according to the number in the family. With two to care for, a maid can give a great deal of personal service to her mistress. A housemaid can also be trained to do the simpler things for the master of the house, have his evening clothes in readiness, see that his things go to the tailor. With more than two to care for, this type of service has to be limited to very little. When guests are present, servants should be willing to exert themselves. While ladies'-maid service can't be offered with a staff of two, luggage should be unpacked or opened in readiness, any pressing or mending done, and call bells answered promptly. Well-bred guests won't impose on this service. On the other hand, some people instinctively demand more service than others, and one experienced hostess explains to her maids in advance the type of guests expected, so working plans can be laid accordingly. In planning a week-end, it is always well to plan it in its entirety, so the servants can allocate their time and the shopping can be done in advance.

UNIFORM SMARTNESS

What do the two servants in these smart houses wear? In the morning, of course, the housemaid wears cotton house dresses, plain or striped (blue seems proverbial, but any fresh colour is correct) with practical white aprons. The cook can wear the same, but she often prefers all-white, with a cover-all white apron. Afternoon uniforms are of crêpe, rayon, crêpe de Chine, moire. Black and grey are usual for winter, and maroon is smart if it harmonizes with your dining-room. In the summer, lighter colours are cool and pleasant—greens, lighter greys, yellow. Afternoon aprons are sheer, with collar, cuffs, and cap to match. The simple designs are smartest always, especially in small households. The confections of fine net and lace that take the eye in smart shops are more in keeping with the régime of great houses. Maids' shoes are always black, low-heeled Oxford for morning and single-strap shoes with Cuban heels for afternoon, with gunmetal or grey-beige stockings, not too sheer.

When the man servant wears traditional butler's uniforms, he is unsailably correct. However, when made-to-order uniforms are beyond the limits of a two-servant budget, compromises have to be made, and we advance the following (Continued on page 143)



Here you can purchase
Vogue's "Finds of the Fortnight"

(Pages 100 and 101)

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THE reigning belle of the new season... you'll be captivated by its sleek appearance, its smart air of authenticity, its real and distinct beauty. With 6 different interchangeable colored bows, to match or contrast with varied colorful summer frocks or shoes, Reignbow is made of durable, gleaming white Dupont Pyralin. Spots wash right off.

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● For swimming or tanning yourself under a tropical sun—two big built-in deck pools. Lunch can be served at the side.



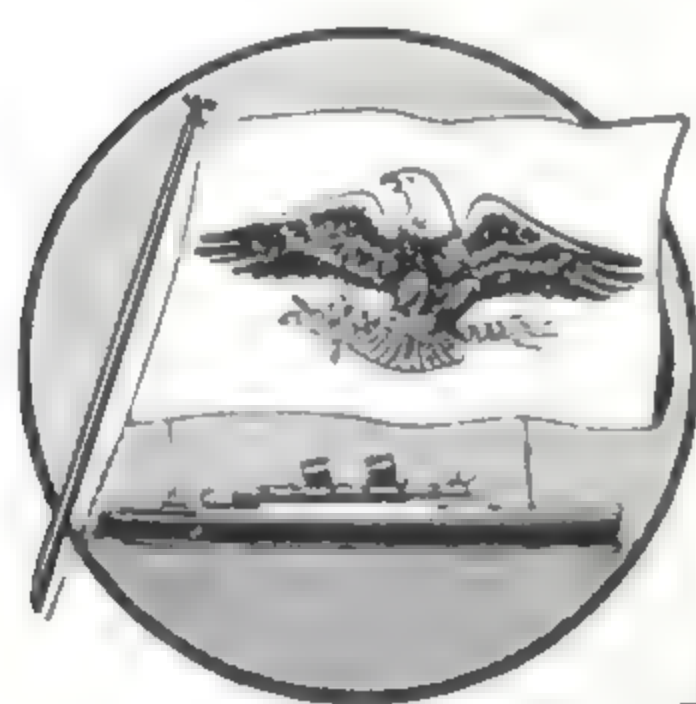
● Plan to spend the day on deck when you pass through the Panama Canal, so you won't miss any of this fascinating transit.



● Mr. and Mrs. Dodge Crockett's Scotty makes friends with the cameraman . . . and sits (with some help) for his portrait.



● Air-conditioned dining rooms add to your enjoyment of the unexcelled cuisine.



On the opposite page you will find a list of Panama Pacific Line voyages. You can take them at any time of the year. Make your plans now. Your travel agent will be glad to give you complete details.

Panama Pacific Line

International Mercantile Marine Co., 1 Broadway and 601 Fifth Ave., New York. Offices in principal cities.

● Mr. A. H. Alderton and Mrs. E. M. Chesnut enjoying the sunshine on the Boat Deck.



THEY ALL RIDE



The cowboy shops by mail, often spending half a month's pay on boots and hat

(Continued from page 97) as when catching your horse of a morning, your pointed heels keep you from being dragged clear across the corral. To the actual cowboy, in addition, the heels are necessary to help him get a grip on one hind leg of a calf that's being branded, while he pulls back on the other with both hands. Vanity and style play some part, but a man with real work to do generally wears heels well under two inches high. The arch is a sort of cantilever, so that riding all day, with a good part of one's weight pressing on the narrow stirrup right at the arch, the weight is distributed over the foot, and one doesn't tire. The boot is lined with a lighter, smooth leather, so that stitching is necessary; hence the stitching inevitably has been evolved into a decoration. Such an article must be expensive; it has to be a perfect fit, it ought to last a long time. Any Western rider hates a ready-made boot.

In warm weather, you wear overalls; in cold, Oregon pants. Both are slacks, with a special arrangement of the pockets, so you can carry all you need comfortably while riding, and a special narrow cut from the belt almost to the knee, so that they stay set while you ride. The overalls are so predominantly made by Levi Strauss and Company (under \$2) that a by-name for them is "Levis." They are blue denim and plenty tough. Various firms weave Oregon pants, and most of them put out other woollen goods for Western use, producing materials as tough and good as anything made in England. There is a whole world of Western clothes, made primarily for men who earn from thirty to ninety dollars a month, of a quality that the rest of the country associates only with imported goods.

A man wears a light-weight silk scarf (no other material) because he is to ride in hot, dusty country, or to dress up for an occasion, or because he works on a dude ranch. His shirt can be almost anything. There's no need to explain the usefulness of the big hat, the type of which varies from state to state. The very biggest and showiest of these are mainly worn for the benefit of dudes, by dudes, and by the Apache Indians.

The horses are broken to spurs, and you have to wear them. The form of these spurs is inherited from the Spanish, like most of our Western gear. Those big spurs are not cruel. Being very dull, they're less likely to cut a horse than a small-rowelled English spur.

You wear chaps if it's going to rain, if it's cold, or if you have to ride in heavy brush or cactus. Otherwise, you leave them off, and you never wear hairy, north-country chaps in the Southwest.

The whole outfit is reasonable and practical and makes just as much sense for a forest-ranger, or a man traveling for pleasure, or a sheep-herder, as it does for a cowboy, and will be worn by them. The only people with a distinctive costume are certain rodeo professionals and movie stars, who have evolved an outfit that would make a good range cow sit down and laugh. So would the average inhabitant of said fancy pants; a large percentage of professional trick riders and ropers would be worthless on a round-up.

Well, then, what is a cowboy? And how do you tell him, on the one hand, from the simple countryman, and on the other, from the rather nauseous swarm that hangs about the tourist centres, making its living out of Eastern women?

The answer, complete but perhaps inadequate, is that a cowboy is a man who works with cows. Or the answer I once got: that a cowboy is a cow-puncher, and a cow-puncher works for a cattleman. Any way you take it, that word WORK gets into the definition, and there's the key to the whole thing.

There is a parallel between cowboys and sailors on old-time wind ships. Both get low pay for a life of hardship, long hours, and danger, so that to an outsider it's not apparent why they should ever stay with it. Both have evolved their own songs, their own special character—the cowboys having markedly that curious aristocracy of horse people (I don't mean horsy people).

I'd like to describe the whole round of the cowboy's life, for it's all tough and all (Continued on page 138)

SPRING VACATION TRIPS

on the famous "Big 3" route



...between NEW YORK
and CALIFORNIA
(or California and New York)
or to HAVANA, PANAMA,
MEXICO and the WEST INDIES



- ★ **Coast to Coast . . . First Class from \$185** (from \$200 at certain seasons). Tourist Cabin from **\$125**. All rooms are *outside* rooms. 25% reduction on round trip. Sailings fortnightly throughout the year.
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See your travel agent for further details. He will be glad to help you plan a trip that will include just what you want to see, and suit your time and pocketbook.

The "Big Three"

s. s. CALIFORNIA s. s. VIRGINIA
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601 Fifth Ave., New York. Offices in principal cities.

You'll

Find the "Mountains of Youth" AT A WESTERN RANCH

A Rocky Mountain rancher says he can tell the age of his horses by looking at their teeth, but has no way at all of telling the age of his guests when they get into ranch clothes. They all look young and feel young, too, after a few days in that invigorating atmosphere.

You'll agree with this rancher when you join a happy group in a care-free vacation at some ranch in the Montana-Wyoming Rockies this summer. Ride, fish, adventure, explore—relax—discover your happier self. Let Northern Pacific help you plan. Tell us the kind of place you wish. We'll send you full particulars, without obligation. Address

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To the ranch country, enjoy the luxurious comforts of the

Air-Conditioned, Roller-Bearing

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"Give Me My Boots and Saddle"



THERE is today a part of the West as glamorous and romantic as in the days when Cattle Kings ruled their domains with an iron hand. Each year this Dude Ranch Country grows more popular for vacations that are as carefree as they are different. "Dude Ranches Out West," a beautifully illustrated booklet, describes these vacations. Send for your copy today! Travel by train. Avoid the discomforts and hazards of highway travel.

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Boulder Dam is an easy, inexpensive side trip en route to or from California via Union Pacific.

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Please send me your Dude Ranch booklet; information about:

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☐ Also tell me about economical all-expense tours

THEY ALL RIDE

(Continued from page 137) interesting, but there isn't time. Take the branding for a sample. Branding occurs during round-up, a pastime for which a man needs a string of eight horses, using each half a day in turn, or they play out on him. There is a certain amount of fast, exciting work in round-up, such as calf-roping, and the cowboys practise and compete at it in off times. Hence, some of these things have also developed into sports, and make the rodeos that you pay to see. Because they are done there for prizes, because cowboys go into their local shows and often beat the professionals, people think it's all just sport. It is not.

MEN OF ACTION

That quick rush of calf-roping you see in the shows—horse going all out, the swirl and throw of the rope, and the calf down and tied, all in a matter of seconds—has to be repeated, perhaps once every few minutes, all day. At noon, the ropers' horses are through, but the ropers are not; they catch fresh ones. A roper can lose a few fingers, or even his arm, if he's careless with his rope. As each calf is caught, some one on foot throws him, and casts off the ropes. (The "calf" can be a maverick short yearling, weighing five hundred pounds.) One man sits on his head, another gets one foot wedged against a hind leg, and pulls back for dear life on the other. That way, you hold the animal still while some one comes and makes a steer out of him, some one else writes all over him with a hot iron, and a third man earmarks him. You may have to flip him over for a brand on the other side. You may also get a powerful kick in the stomach. When you turn the brute loose and get up, there's another calf being brought towards you, and the roper yelling at you to get a move on.

The branding may last all day, or several days, in a great haze of dust, an incident in the long process of rounding up and cutting out the sale herd. At dark, the riders are just about through; the men who've been working on the ground are splattered with blood, bruised, dusty, their nostrils full of the smell of burnt skin and hair, their ears with the bawling of offended calves. Some of them take the first turn at night-herding, the others turn in for the night on the ground, very likely with all too few covers for a temperature dropping rapidly below frost.

THE TWAIN SHALL MEET

It's that kind of work, and lonely weeks riding fence, and the determination which brings a bunch of cattle safe through a blizzard, that make the cowboy; tough often, bad sometimes, ignorant sometimes, occasionally no good. A dude-wrangling job looks pretty good to a man after that, but they're an independent lot, and inclined to be drifters; frequently they alternate, finding the cattle restful after you and me, and vice versa. If you come in contact with them, make friends if they'll let you—don't rush them, it never works—and get to know a breed that has wild romance beat a mile.

DUDE RANCHES



Give yourself and your family the advantage of a vacation on one of the famous dude ranches of Wyoming or Montana this summer.

Away from the enervating heat of cities; from the swift pace of the noisy business world; from the dull humdrum of household duties.

Ride horseback through flower-filled valleys; across the endless plains; through the forests and the canyons; as high and as far as you care to go into the mountain wilderness of the Bighorns or the Absarokas. Experienced guides take you everywhere.

You hike a good deal; go camping or make a pack trip; enjoy some of the finest trout fishing in the world; pitch horseshoes, learn to twirl a rope; sit on the top rail of a corral fence and watch the cowboys work with calves and colts; lend a hand at round-up; visit the rodeos 'roundabout—well, just about everything you've always wanted to do.

Boots, chaps and a ten-gallon hat; sunshine and saddle leather; warm, cloudless days and cool, crisp nights that call for blankets.

GO BURLINGTON

**Fast, efficient rail service
—Air-conditioned trains—**

Leave Chicago this morning on the famous ARISTOCRAT and reach Sheridan tomorrow afternoon—only one night on the way, both going out and coming back.

Or leave Chicago any night on the NORTH COAST LIMITED—get to Cody in 37 hours.

We'll be glad to send you our new free booklet... a list of the ranches... an interesting guide to ranch life.



Albert Cotsworth II
Passenger Traffic
Manager
Burlington Railroad
Chicago



*You can
go High up..*

Climb a mountain, ride the range, or fish the rushing canyon stream. Varied is the scene of fun-filled days on any of these ranches. Write them or Vogue's Ranch Dept. Graybar Bldg., New York. Wrigley Bldg., Chicago.



X LAZY K BAR RANCH

A sweeping range of purple sage and green buffalo grass—blue lakes amid the snowy peaks of the Crazy Mountains. You'll like this ranch where you are utterly at ease or active in the saddle. Paul Van Cleve, Big Timber, Mont.



Y OX YOKE RANCH

Ride the range cow country, join in ranch activities or just take it easy on this old-time cattle outfit in a land of far horizons. 30 miles north of Yellowstone. Electric light and bath in every cabin. Charlie Murphy, Emigrant, Mont.



4 BEARTOOTH RANCH

Jagged mountains, waterfalls and hospitable green valleys make this ideal country for horseback riding or just relaxing. Excellent fishing and swimming on ranch. Comfortable cabins with plenty of privacy. Write: Ed Ikerman, Nye, Mont.



7 TRIANGLE 7 RANCH

A small ranch with a capacity of 20 guests, combining the complete life of the old West with all the comforts of your own home without the attendant responsibilities. Southwick Victor, Livingston, Montana; or 610 Park Ave., N. Y.



A A BAR A RANCH

A real cattle ranch in the Rockies offers riding, fishing, swimming, tennis. 12 hours from N. Y. All comforts for a few families. References required. Chuck Adam, 521 5th Ave., N. Y.; Andrew Anderson, Encampment, Wyoming.



S S HALF DIAMOND RANCH

A little more remote, but isn't that what you want? The Canadian Rockies mirrored in a blue, warm lake at the door of your modern log cabin. Gorgeous trails, pack trips, tennis, fishing, swimming. E. L. Staples, Skookumchuck, B.C.



E/L E BAR L RANCH

West of the Big Divide in the lovely Blackfoot Valley you'll find informal ranch-life—riding in unsurpassed horseback country, fishing, swimming, pack trips. O. W. Potter, Greenough, Montana; Eleanor Potter, 560 5th Ave., N. Y.



M SUNLIGHT RANCH

Sunny days and clear cool nights. Riding in a different type of country every day on this operating cattle and horse ranch in beautiful Shoshone Nat'l Park. Delicious food. References exchanged. Simon Snyder, Cody, Wyoming.



V VALLEY RANCH

Green alfalfa and timothy meadows; cottonwood groves; trout streams; rolling range hills; picturesque canyons; snowy peaks. Old-time Wyoming outfit around Valley Spring. Larry Larom, Valley, Wyo.; % Brooks Bros., N. Y.



H H F BAR & PARADISE

Fun for over 30 years on these great dude and cattle ranches—for our guests and for us, too. "Dudeology" & pictorial booklet. References required. Mrs. Jack Horton, Ritz-Carlton Hotel, N.Y.; Frank O. Horton, Buffalo, Wyo.



P PITCHFORK RANCH

A real cow outfit extending true Western hospitality to a few congenial people. 4,000 antelope running wild on this vast, unusual ranch. All conveniences. Charlie Belden, Pitchfork, Wyo.; or Mrs. L. R. Stewart, 235 E. 73 St., N. Y.

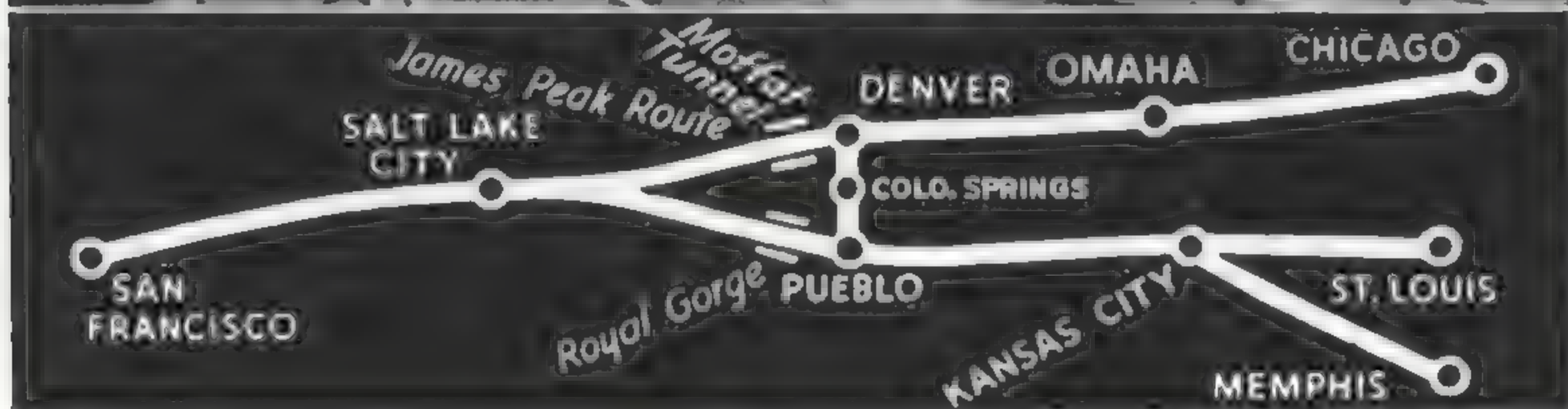
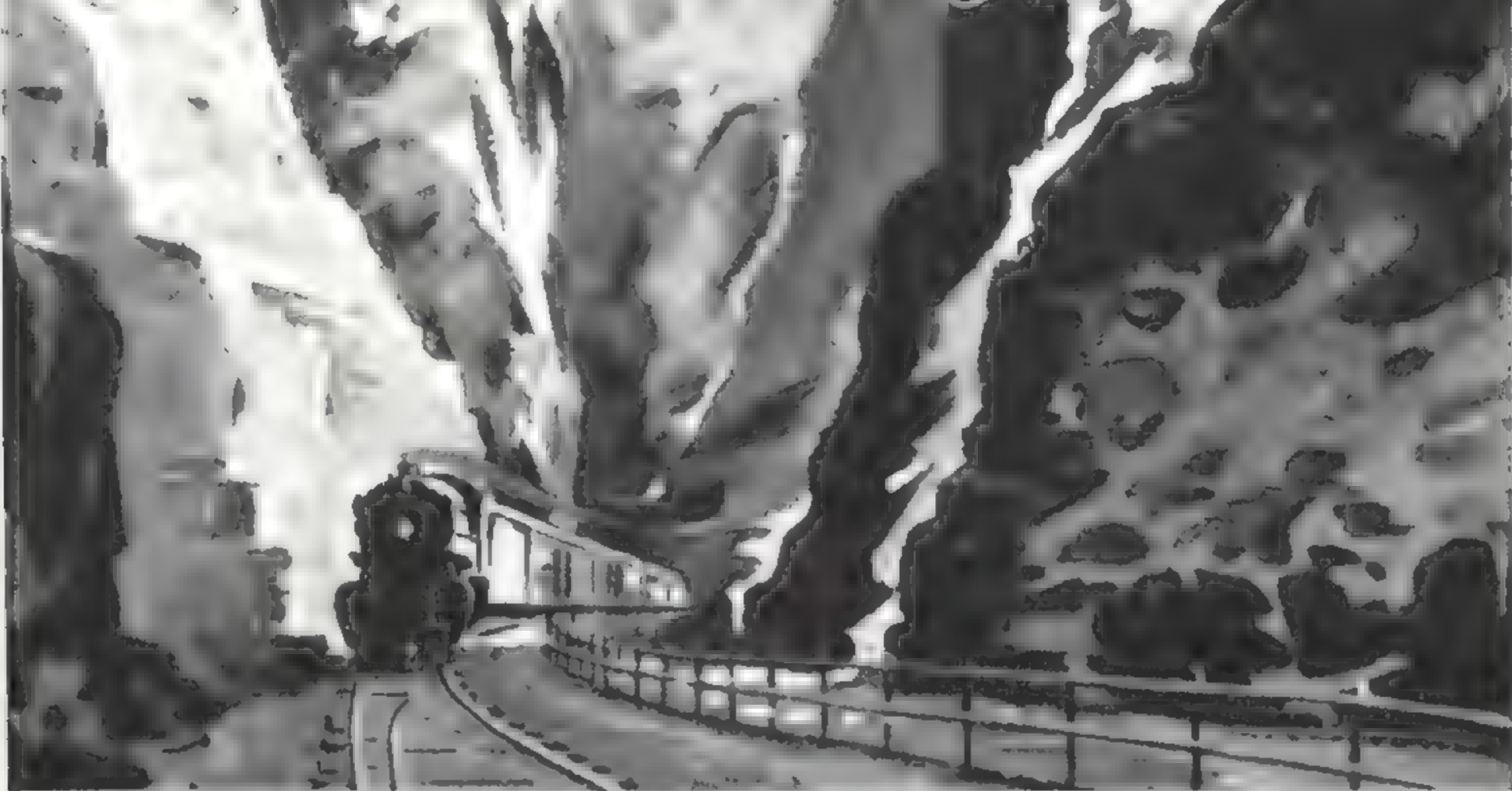


or Way down!

A DUDE RANCH FOR A REAL VACATION!

California

*with Colorado's
Scenic Grandeur
on the Way*



via the **Royal Gorge** or thru the **Moffat Tunnel**

● Experience the unforgettable thrill of crossing the majestic Colorado Rockies on your way to California.

Take the world renowned Royal Gorge Route that goes up over the sky-high mountains via Tennessee Pass; or the new spectacular James Peak Route through the 6-mile Moffat Tunnel far below the snowy

summit of the Continental Divide. Via either route the magnificent panorama of mountain scenery is unfolded *during daylight hours*.

This season's low vacation fares and generally reduced travel costs, taken with the new refinements in railroad service, give your travel dollar a new value.

Round Trip Rail Fares to California

	From St. Louis	From Chicago
For Standard Pullman travel (Exclusive of sleeper fare)	\$81.50	\$86.00
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Correspondingly low fares from all other places.

The trains are air-conditioned as to all of the regular cars—coaches, chair cars, dining cars, tourist and standard Pullmans. Economy meals, prepared in the diner and served at your seat, for as little as 90c a day to coach, chair car and tourist car passengers.

Go to California over either of these spectacular daylight scenic routes—without changing cars, without paying a cent extra fare; on the SCENIC LIMITED from St. Louis or the ARISTOCRAT or the OVERLAND EXPRESS from Chicago.

MAIL THIS COUPON TO ANY OF THE FOLLOWING OFFICES

Please send me, without cost, illustrated booklets and full information about a trip to California via the "Daylight Scenic Routes."

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DENVER & RIO GRANDE WESTERN R.R.
235 Equitable Bldg., Denver, Colo.
WESTERN PACIFIC R. R.
908 Mills Bldg., San Francisco, Cal.



DRESSING THE DUDE



COTTON SHIRT: ALTMAN

ONCE a dude, always a dude, even if you've been West so many seasons that you take along your own silver-mounted head-stall and flower-stamped spur leathers! You see, a dude isn't a greenhorn, a dude is an Easterner. But to be called a "good dude" by a Westerner is the height of praise, and one way to earn the appellation is NOT to dress like a Madison Square trick-roper, nor like a Long Island horsewoman. A "good dude" dresses like the local cowboys—the real ones. (See Oliver La Farge's article on page 97.) Like all good out-of-doors clothes, theirs are comfortable, practical, and they have a style of their own.

For instance, you'll be surprised to find how much you can learn about the finer points of Pendleton pants, and the local variations in neckerchiefs are a study in themselves. In the Northwest, the twenty-one inch China silk square is folded into a narrow string and tied under the open shirt collar in a rabbit's-ear knot—directly under the right ear. No self-respecting cowboy in this locale would be seen dead in the flowing bandanna that is *au fait* in certain Southwestern parts!



SILK SHIRT: ALTMAN

But briefly, here are the essentials for an average vacation trip to a ranch: blue jeans. Boy's or men's type cotton and light-weight flannel or woollen shirts. A leather jacket. Practical underwear, preferably separate shirts and pants of the Munsingwear type. Lisle or wool socks long enough to come above boot tops. Silk neckerchiefs, riding-gloves. Western boots and a Stetson hat (the latter not obligatory) both of which should certainly be purchased out West.

This is the special uniform. In addition, take a couple of sports dresses, extra sweaters, a warm coat, sneakers, a bathing-suit. Remember that the days are warm, and the nights are cold. Evening clothes depend entirely on what ranch you happen to choose. At some, a clean shirt is the extent of your dinner-time change, while, at others, four or five smart Easterners will swing you into a round of dressing for dinner, but always in simple evening gowns, of course. My plaid gingham one was a perfect solution, and much admired by the Westerners. You'll want to know what parts of the Western "uniform"



WESTERN BOOTS

it's wise to buy here, and what's better bought at the local store after you arrive. Jeans should be "Levis," the copper-riveted narrow blue denims that you can buy anywhere in the West, or in New York at Best and Altman's. Altman also has a blue denim divided skirt sponsored by Jody Horton: an invention for the dude that has great style.

The big Stetson is optional, but better buy it in the West. You'll find the smaller versions less overwhelming to the female face than the theatrical ten-gallon ones. And find out how to break it in!

I'd take some shirts along. You find a better selection of colours here. Best has excellent solid colour Viyella flannel ones. Altman has gay checked cottons with the proper collar. Others can be found in any good boys' department, but remember to avoid those with the inside white collar band; you wear them with the neck open, and it's unsightly. Clear yellows, blues, and white are especially handsome with jeans. Pastels look feeble.

If you want to be really swell, have one silk "show" shirt with six- or eight-button cuffs—the kind that cowboys have custom-made when they're flush. It's fun to have them made out West, but slow. Altman has an authentic copy of one of these, ready-to-wear. A leather jacket is useful, the windbreaker type best because a long one is a nuisance in the high-built Mexican saddle. Abercrombie and Fitch have a perfect one, sketched above, right.



KNIT UNDERWEAR

Western boots you'll buy where they come from—and blow yourself to a good pair. They pay, like any fine riding-boot. Your English

boots will be wrecked in sagebrush, but jodhpur boots fill in for your milder jaunts down to the post-box. So will sneakers.

For leather goods of all kinds in the West, remember these three great names: Ernst, Patterson and Mudra, all of Sheridan, Wyoming, though representatives travel south. They have magnificent buckskin gloves, beautiful belts, jackets and skirts to order that you'll cherish for country wear back home. And always remember that the barter system still flourishes in the West. A too big shirt plus one neckerchief may get you a dude-wrangler's silver belt buckle faster than a cash offer!

J. T.



JEANS AND SHIRTS; BEST



LEATHER JACKET
ABERCROMBIE AND FITCH

"Smart" SHOPPERS GIVE Buxton Gifts!

• Good Taste for any occasion



(At top.) In Ostrich, \$15.
Alligator, \$15. Only Buxton
makes them "stitchless."

Buxton's "Stitchless"
Billfold in handsome
English Pin Morocco,
\$5.00. Plenty of roomy
compartments.

India Goat, \$4, with zipper.
Other Buxton Billfolds from
\$1.50.



(From left to right.) Bux-
ton Key-Tainers in smooth Cowhide with six
loops, \$1.00. Smooth Cowhide, 2 loops, 50c.
India Goat, 4 loops, \$1.50. In Mandalay Goat
with 8 loops, \$2.

The new "Zip-Tainer" keeps keys
and auto credentials safely together.
In Chameleon Grain Goat, \$2.50.
Others from \$1.00. A welcome gift
for all drivers—women, too.



Key-Tainer and "Stitchless"
Billfold, made only by Buxton,
in a smart Gift Set. Mandalay
Grain Goat, \$3.50. Other duos
to \$20.00. Trios to \$50.00. All in
the new gift boxes.

A "Father's Day" that brings Dad one of these swank and long-wearing *Stitchless* billfolds will make paying for family bills almost a pleasure.

And a "Safety Loop Key-Tainer" (also exclusively Buxton) is a joy no end, for the keys can't get lost from their loops—yet are easily detached when you press the patented self-locking release.

New Zip-Tainers, too—with a time- and temper-saving guard which keeps

papers, money or keys clear of the slide mechanism—still another unique feature by Buxton. Swanky new gift boxes in deep maroon and gold. Buxton, Inc., Springfield, Mass. New York Office, 47 West 34th Street.

Buxton
KEY-TAINERS . . .
BILLFOLDS . . . POCKET CASES

BE letter perfect with MONOCRAFT INITIALS

Search the fashion bazaars for the height of chic in your hats, your costumes, your bags. Then sign yourself letter-perfect with your OWN Initials—in a Monocraft "Click-It" fob or pin—the distinctly personal touch that adds zest to your summer clothes. Monocraft initials are shown in the smartest stores, and "clicked" into monograms before your very eyes. Made by Monocraft, largest manufacturers of initials in the world, 6 West 32nd Street, New York.

A summer butterfly, — with cap of shiny straw and wing like scarf of pastel velvet, pinned into place with "Click-It" initials \$2.00

A big hat balances broad shoulders in a brilliant print dress. The "Click-It" pin with enamel border adds the personal note \$3.00

Scalloped pink pique on black makes turns of jockey and hat. The Monocraft triple-pendant makes the costume letter-perfect \$1.00

KNITS IN THE NEWS



They wilt not, neither do they wrinkle—these five knitted standbys for summer

1. For sorties in the station-wagon, or any country use, this two-piece knitted dress by Marinette is a must-have. It's of tropical chenille, light-weight and cool; Saks-Thirty-Fourth Street

2. Dull-finished yarn, knitted to look like basket-weave (see enlarged sample) gives its cool chic to this town-or-country dress and jacket with bright yarn loops. A Wolfsie knit; Bonwit Teller

3. Open-work stitching trims the blouse of this two-piece semi-sports costume, in soft blue Malay chenille. A Snyderknit California Sportswear model, from Bloomingdale

4. Marinette's culotte ensemble—flawlessly tailored in Marigora jersey, with a Talon fastener. From Saks-Thirty-Fourth Street

5. A linen novelty knit (you can see it in the swatch, too) makes this string coloured two-piece dress, buttoned and belted in navy-blue. A Wolfsie knit; Bonwit Teller



TWO SERVANTS—THE LIMIT

(Continued from page 134) only as such. The easiest of these are white linen jackets and black trousers, which, when the jackets are kept immaculate, have at least the virtue of looking fresh. A dark sack suit, or black trousers and a mohair coat, with white shirt, turn-over collar, and black tie are also unobtrusive for daytime wear. In the evening, a well-cut white jacket is substituted for the mohair coat. A much more distinguished dress for the man for evening is a white linen mess jacket made with flat silver buttons, striped waistcoat (stripes running horizontally), and dark blue or black trousers, the shade of the stripes in the waistcoat. The jacket may have shoulder cords in dark blue or black. A wing collar and white tie are worn with this. These jackets aren't to be picked up in any shop, but the smartly turned-out look they give your man makes them worth ordering to measure. Shoes and socks are always black, and rubber heels save your nerves and floors. When a man is in the back of the house or doing heavy cleaning, he slips off his coat, and puts on an apron, and there you can give him the benefit of real dash at little cost by supplying him with green baize aprons or the fine-striped dark blue variety that you see on the Continent.

Now, let us suppose for a few bleak moments, that your treasures come to you untrained. They can cook and scrub, and they are willing. If they aren't the latter, they have no business to be in your house. On your shoulders lies their metamorphosis into well-trained servants. And in this crucial moment, we must confess, many American housewives fail lamentably. They have never learned themselves what they are trying to teach. For one thing, many housekeepers do not know how long a time a given job requires—for example, how long it requires to "do" a room. Many are completely ignorant of the intricacies of making a bed well—it is not until they find themselves in a hospital that they are forced into observing the procedure!

EXPLAIN ALL

No matter how obvious the self-evident rules of good housekeeping seem to you, they often have to be explained, even demonstrated, to the untrained mind. The facts that a mattress must be turned every day to prolong its life and comfort; that hardwood floors are wiped with floor cloths, not mops; that dusters shaken out of windows only invite the dust to come right back in again; that treating fine woods with English wax keeps them in perfect condition for years—these are truisms that you may find have never intruded them-

selves in the minds of your inexperienced domestics.

The method of table-service, when a maid is untrained in smart custom, can only be approached when you and she are quite alone. Tell her as explicitly as you can every detail of service, then sit down to luncheon and hope for the best. Correct her in every mistake. Never, of course, correct or criticize her in front of any one else, but, in these preliminary stages, summon infinite patience and go over every step until it is really understood. If you are working with entirely untrained material, it is best not to introduce guests until the routine is thoroughly established. The manner of answering door-bells and telephones also may have to be personally demonstrated. A servant peering around a half-opened door as though he or she were suspicious of the incoming guest creates a most unpleasant initial impression, and an indifferent or inefficient manner on the telephone is maddening. A pad and pencil should always be supplied near the telephone, and it should be understood in the beginning that every message is to be written down individually as soon as it is received. It should be understood, too, that guests are to be announced the moment they arrive, no matter where you happen to be in the house.

CULINARY CARES

In the culinary department, the cook should be supplied with adequate equipment, and if you aren't versed in the matter yourself, you will have to take her word for it, because there can't be any skimping on good pots and pans and implements. The purchase of new equipment can always be accompanied to advantage by a murmur as to its proper care. Menus for the day should be planned early in the morning, or, if that doesn't suit your own schedule, the night before, so the shopping can be out of the way as early as possible. Emergency supplies should automatically be replaced as they are used, especially in a house given to impromptu entertaining, and the wide variety of excellent tinned foods helps in simplifying menus on the days when work is heavy. On the other hand, short-cuts that make for undistinguished cooking should be avoided. Cheese should be freshly grated, cracker-crumbs freshly rolled, not come already prepared from the grocer's, and bottled dressings are regarded in the light of emergency measures. If your cook comes to you with a flair for the fancy, subdue it with gentleness because it at least indicates a creative faculty. The fact that you think simple food is the smartest is a fine phrase to fall back on.



THE perkier, smartest hat of the season . . . a beret with a new accent and shape that will set a new style . . . done with the distinction and quality for which Trimble is famous.

You'll like Perkely. It will give you a gay and dashing appearance and be the crowning achievement of your early summer costume. For your choosing, a wide range of new colors, and, of course, all head sizes.

You will find Perkely featured at the leading stores throughout the country, including the Tally Ho Shop of SAKS FIFTH AVENUE, New York and SAKS FIFTH AVENUE, Chicago • ROBERT SIMPSON CO., LTD., Toronto • O'CONNOR, MOFFAT & CO., San Francisco • THE HIGBEE CO., Cleveland • THE SHEPARD STORE, Boston • FAMOUS-BARR CO., St. Louis.

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by a man for a woman
who wanted a man.

A perfume deep and disturbing
sweet as the bells of the troika
warm and rich as sable
fragrance imperious!

Created for Catherine the Great
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FRENCH FLORA





Leading this spring saturnalia above, from right to left, is Patou's printed mousseline—yellow tulips on a golden-brown ground—, cut to cling in front, swoop in back

- Next: Francevramant's rhumba dress: descending tiers of black organza for the skirt, ascending tiers for the waist, and where the twain meet, a red rose, big as a cabbage. (Gervais)

- Third: Goupy's tunic-dress of green organza with long sleeves and lily-motif buttons (Bendel)

- Fourth: Louiseboulanger uses white taffeta printed with blobs of green. Red feathers curl up at the flaring hem-line and make a giddy little cape. (Chez Ninon has this model)

- Opposite (on down the chain): Ira Belline's Country Evening. Each panel of the skirt is in a different tone of the same flower print. White organdie sleeves. (Hattie Carnegie)

- Still more flowers—on Lucile Paray's sheath of dark blue silk crêpe "Gloria." Flowers cut out of the print and stitched together make sleeves and borders. (Jay-Thorpe)

- Francevramant flies a crisp white organdie jabot from an uncrushable rayon tulle dress printed in black and white. Organza at the neck, too. (Salon Moderne; Saks-Fifth Avenue)

- Next: Louiseboulanger's dress of daisy-spattered green silk crêpe "Cracowiak," for country. Organza petals for trimming. (Gervais)

- The object of the poodle's affection—Patou's exotic flowered mousseline with floating streamers and airy grace (from Bergdorf Goodman)

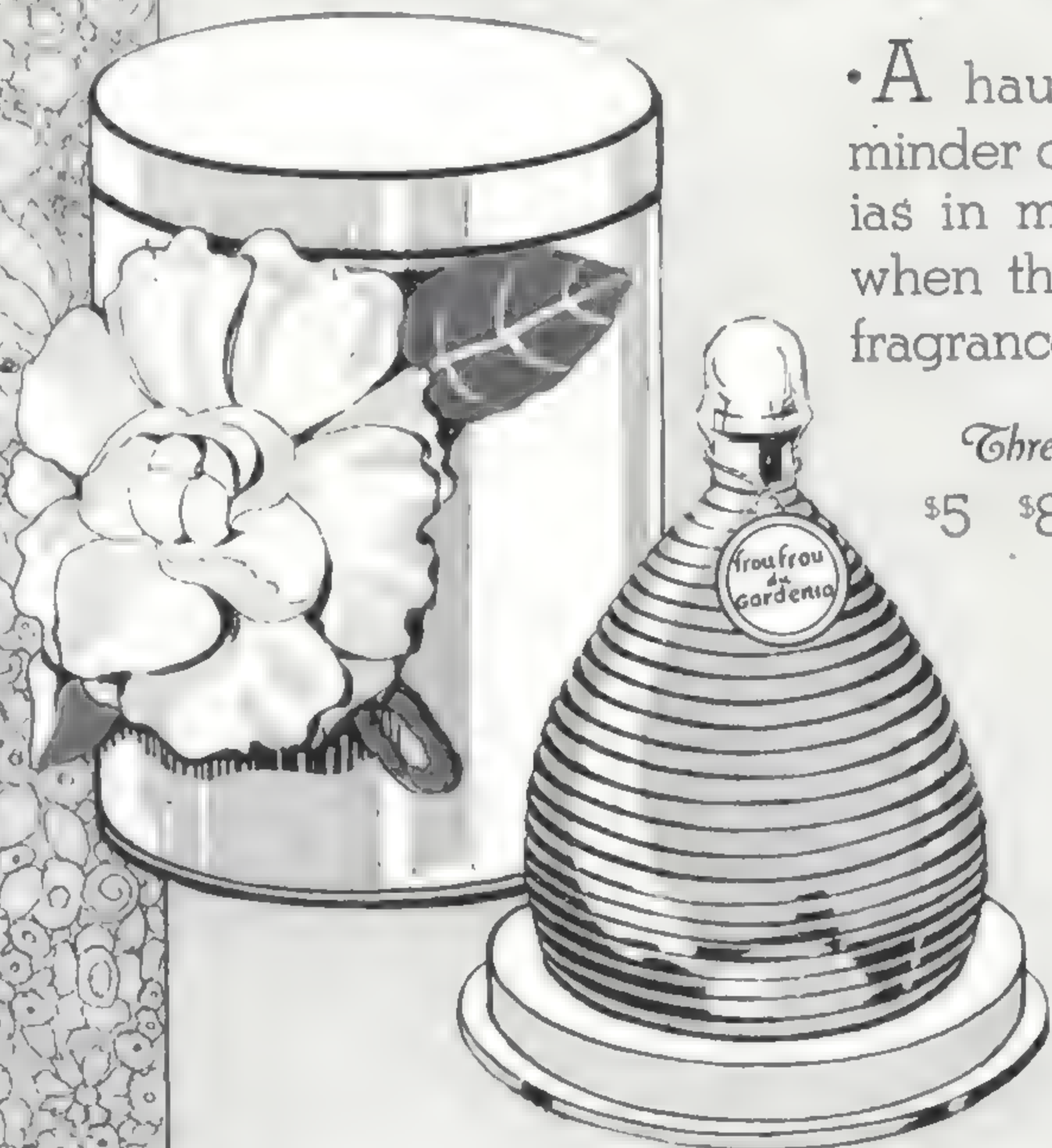


FLUFFY FLAX. Bradley dress of paradoxes! Knit in the important new linen chenille. Soft, rustic and nubby, yet cool, fine and pliable! Simply tailored in a natural flax color, with elaborate, cut buttons in a deep wine tone. Also of regular chenille yarn in playtime tints—blue, pink, and white. At the fine stores.

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Bradley
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•A haunting reminder of gardenias in moonlight, when their exotic fragrance is best.

Three Sizes
\$5 \$8.50 \$15

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Mary Dunhill, Inc. Wholesale Division 11 East 26th St., N. Y.

HOW OLD IS FIFTEEN?

(Continued from page 53) At the parental invitation to bring friends into the house rise fears of unmannerly pursuit, of embarrassing questions to be answered by the boys (parents say and do such odd things unexpectedly), of agonies of shyness. In another year, your peaceful hearth may be overrun with the young, but, at first, there are only portents—the disembodied telephone voice, gardenias, letters on the hall table.

And clothes, if ever they make the man, do now. A ruffle on a dress is a remnant of that chrysalis from which the girl has, she hopes to prove, emerged. Severe lines, moulded to the figure, are in clearest contrast to the soft full skirt that mothers find "suitable." Black or white is a sharper divergence from a pastel-dressed past than colour. The ideal would be the sleek black fitted satin of the *femme fatale*. "But, Mother, that dress would never be *seen*!" Sense of style is keener at this age than in the dowdy forties.

ON THEIR TIPTOES

The masculine contingent at Groton, St. Paul's, Choate, or St. George's has a canny eye for beauty. Over the week-end vacations of Washington and Lincoln birthdays and in the spring, there are house-parties at the boys' schools. At noon, on one of these Fridays, the girls cluster like petals about the information bureau in the Grand Central Station—the lovely pick of the year, all in a state of subdued excitement. Each girl is competing with male first choices, alert to every costume on every chosen one. One appears, blond and serene, grey turban, and grey fur coat. Another heart sinks in fear of this competition. The one in grey must be at least seventeen. That self-confident girl poses for a cigarette advertisement. Her beauty is endorsed. Less worldly-wise house-party guests feel themselves Cinderella-ed. Pretty, bright faces, average sizes, a flair for dress—prep-school ideals.

A program schedule sent the parents beforehand contains the advice: "Since the boys are not allowed to smoke at school, the girls are asked to abide by the same rule." The cigarette is an experimental venture, too.

Though their liveliest confidences are reserved for their diaries or their frequent billets-doux, we may guess that their thoughts are personal, intense, specific—not yet abstract. Instinct is a demon too powerful for rationality. Opinions still reflect their parents' in the main, and are only expressed for conversational purposes with adults. Their energy must be conserved for adjustment to this new world of boys and girls.

Affectation and snobbery are punctured on the minute. To hand out a "line" is to be open to ridicule, and it is better to be yourself, if at this tender age you can find that self, for the baby-talk girl of Tarkington and her modern ilk are de-bunked by a more fearless generation.

Health is no longer an academic theory. Central Park returns to favour for fresh air and exercise. Scorned at thirteen as fit only for baby-carriages and hop-scootch, now, to those two steps away from infancy, it appeals again as a place for coasting, skating, and even a walk around the reservoir, to off-set hours indoors. Yet none of them like to wear enough clothing. Boys forget their underwear; girls refuse to hide under coats. Galoshes are scorned in the stormiest weather. Perhaps this is revolt against the wrapping-up of childhood; perhaps it is fear lest the figure suggest bulk.

Nor do occasional experiments in vulgarity do them any harm. The Little Audrey stories are much too unrefined for parental ears. The refrain is—"and Little Audrey laughed and laughed because she knew—" Little Audrey, I regret to say, knows far more than Henry James' Maisie and is much less reticent about it. But self-confidence is nurtured by a touch of toughness. Girls from a rival school once stopped a policeman pacing the door of a neighbouring academy: "Why don't we have a guard, too?" they asked. "Oh, I guess you girls can take it." And they can. They look forward to college or to some profession, for the depression has made them conscious that money has to be earned. As they go through these first lessons in studying the human species, neither thought nor ambition is as yet troubled by the idea of marriage. That is too remote a finality. (Continued on page 147)

Belt of the Month

by Schaffer

The "Cape Codder" belt is of hand braided glazed fish line, with patent leather front and English stitched buckle to match.

Price
\$1.50

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BURROUGHS ADDING MACHINE CO.
Detroit, Michigan

HOW OLD IS FIFTEEN?

In matters of art, at this milestone, theirs is the taste of the tired business man, these ineffably lovely creatures. For magazine reading, they choose *Esquire*, *The Red Book*, even *Ballyhoo*, occasionally, in preference to the *Atlantic Monthly* or the *National Geographic*. Let them select their theatre, it will not be to see "Winterset" or "Pride and Prejudice"; it may be, though you wince under it, "The Postman Always Rings Twice" or a musical comedy. Block their pathways with the best of fiction, and they will prefer the detective story. Dance tunes over the radio stir their shallow breasts far more than a Beethoven symphony. They study dance tunes with true scholarship. To the query: "Have you practised to-day?" comes the inevitable answer: "But I haven't had time." Musical genius in your child becomes but an underground trickle, and, when nagging does not win, the parent must capitulate, hanging to the hope that later the underground trickle will gush forth again.

They have become expert in one art—that of the moving-picture. Surfeited with the sweet, they are beginning to prefer the bitter and the better. This is argument in favour of allowing them to learn through wallowing. The intelligent fifteen-year-old has graduated out of the moronic picture-going public.

She is bored with most movies, having taken them in great doses at thirteen when Joan Crawford was a heroine. She has transferred her study from make-believe to the thrills around her, in fact—even though these may seem to the parent to include the no loftier amusements of bridge, shopping, sports, dancing, and chatter.

But life is not all parties and ice-cream sodas. The discreet fifteen-year-old takes these in small doses. Between school holidays is the absorbing daily grind, geometry problems to be solved, Emerson to be deciphered, basket-ball to be won and lost, pictures to be painted, and home-work in the evenings conscientiously done, until the usual ten o'clock bedtime.

Full of a reckless energy now, though tentative in idea; brave at all times, tender in family crises, though feckless, and sometimes frivolous and vain, this gay and singing youth has one foot still in Arcady and one on the threshold of reality. In another year will come an incomprehensible turn to sobriety and wisdom, for, at fifteen especially, growth itself is enough and the fruits not yet foreseen. Their dreams, even now, reach beyond romantic fulfilments of a whirl from the stag-line into a courageous, just future where they will take their parts.



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In the new *Tish-U Felt

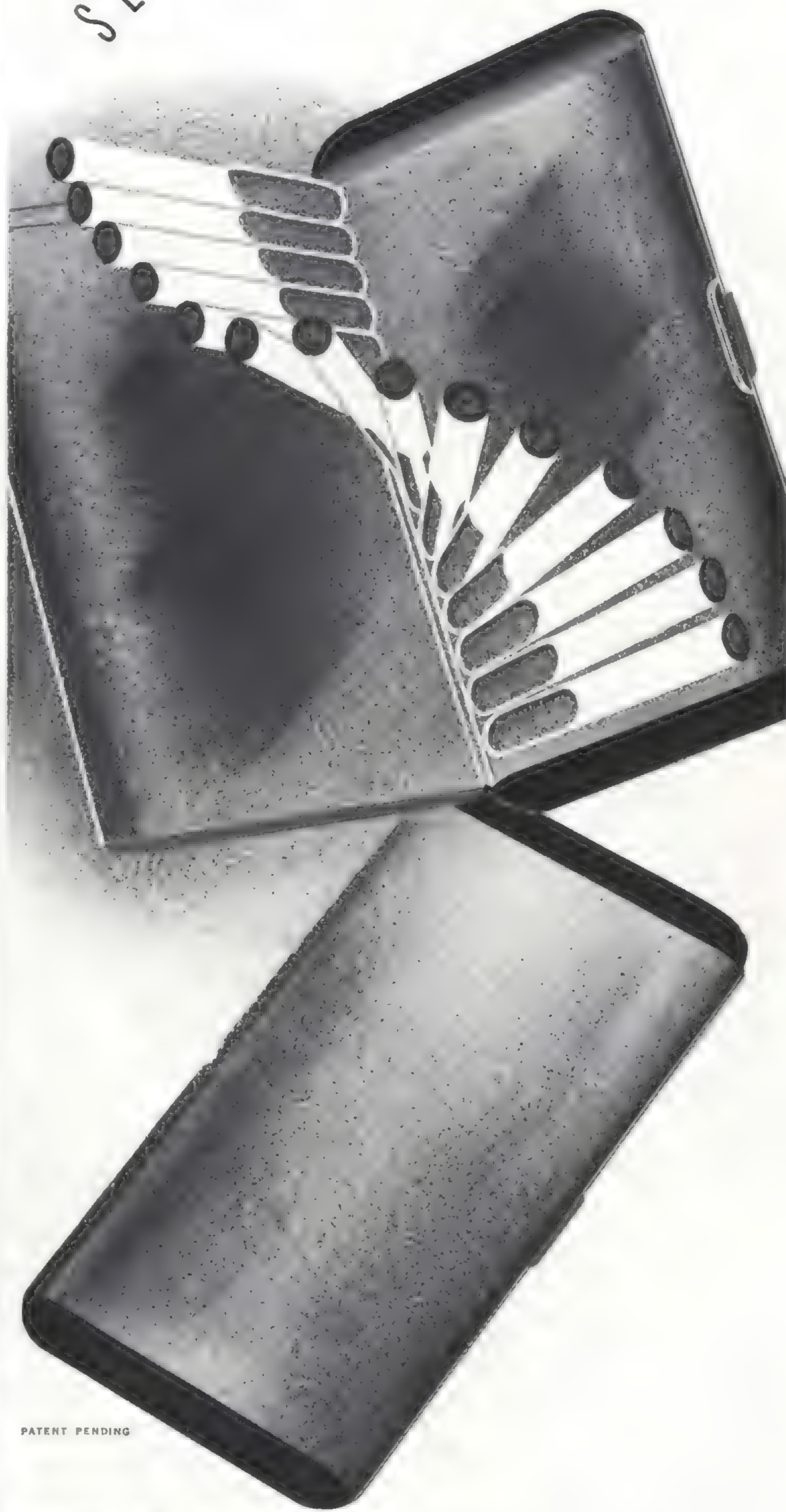
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For OVERCOMING THE ANNOYANCE OF Perspiration

With ZIP Cream Deodorant in the new extra large economical opal jar, you get

MORE FOR YOUR MONEY

Besides, you have the personal satisfaction of using the most modern, effective and lasting deodorant—

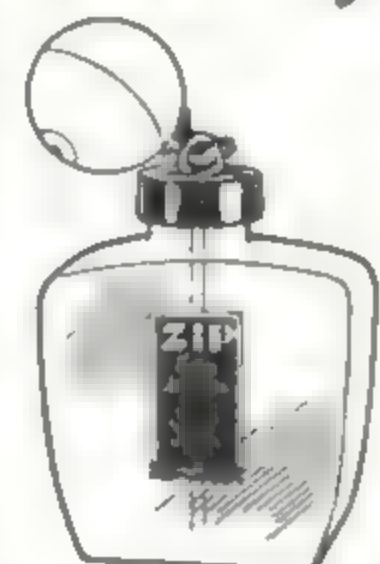
THE BEST TO BE HAD

Gives complete insurance against offending others; easy to apply; harmless to your clothing; and ideal on sanitary napkins.

Just a little under the arms, and as quickly done as said—ZIP! you're free of unpleasant perspiration odor.

TWICE THE SIZE—HALF THE PRICE

And the new LIQUID DEODORANTS ZIP Spray Deodorant



The sanitary way to check perspiration. Just spray it on. Immediately effective. Dries Instantly. Large bottle with atomizer . . . 66c
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ZIP Instant Deodorant

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Available at your favorite toilet goods counter, or write to

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Creator of ZIP Depilatory Cream

QUESTIONS

(Continued from page 74) still registering, Nature alone is highly thought of; it's being conserved now in National Parks. Somewhere since 1775 in the one hundred and fifty or more years of being good Americans, we have lost our adult interest in and capacity for considering the important intangible heroic topics which, since civilization began, have exercised, enriched, enamoured the brain and heart, the mind and imagination of the forward kind of man. Maybe at first our country was too big and we were in too great a hurry to cover it. Our struggle to get from the Atlantic to the Pacific, leaving railways, homes, farms, and furnishings in place behind, has been the fastest, most fabulous, furious trek in the history of mankind. Maybe it wore us down. Certainly we had the physical courage within a few generations to turn from pioneering into prodigious prosperity, have since had stamina for depression, even for something like recovery. We've never been afraid of big acts.

We now seem scared of big words and their large implications. The sonorous vocabulary native to our splendid original speech—for after all and not withstanding Bunker Hill, what we speak is English—is for some reason being frightened out of us, principally by mutual consent. As a people, we're beginning to sound small because as individuals we use petty words to describe what we're up to, no matter how grand. If that fine phrase, The Forgotten Man, had come out of the Bible instead of a Democratic campaign, we'd have shied off of it in the first place. Great nouns and verbs, except in Presidential messages, embarrass us these days, and in consequence our knowledge of what fine old phrases and facts mean, even when we're enacting them, is certainly slipping. Vocabulary and ideology are identicals. We're becoming illiterate in word and so in deed. There's a leak at both ends. Since they've long been out of style, what do we really know of the superber syllables which, in all languages, have been the permanent ornaments of civilized man's inner good fortune?

CHANGED TERMINOLOGY

What, for instance, do you personally know of faith, hope, and charity except that they're a quotation from something or other, you can't remember what? (They're from Corinthians, 1, 13, xiii, if you want to bet with some one and win.) Yet as a group of millions, we Americans have been tacitly using the meaning of those words in the past few years. Faith was what we had in Franklin Roosevelt—almost religious faith that he'd somehow pull us out of the ungodly whatever it was we were in. Human hope is what we have now when we say in terror, "But Hitler or no, there can't be another world war!" Christian charity is what England called dole, France calls *chômage*, and we call relief. (The only clear result of the last war is that unemployed men have lost the right slowly to starve to death, a privilege they enjoyed in numbers and through centuries before 1914.) But terminology has changed and has changed us with it, worse luck. (Continued on page 149)

The Secret that Cleopatra never Revealed!



IF Egypt's lovely queen had never discovered the remarkable bath properties of olive oil, history might have taken a different turn.

And now that ancient beauty secret has been made available to the modern woman . . . in a *water-soluble* form!

Admiracion Pine-and-Olive Bath Oil massages deep into the pores, does for the entire body what a liquefying cream does for the face. Cleanses with scientific thoroughness. And . . . cleanses without soap.

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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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SCIENCE Comes to Beauty's Aid with Sunshine Vitamin D in Colonial Dames All-Purpose Cream

This luxurious new cream contains special IRRADIATED ingredients to refine skin texture, reduce enlarged pores, overcome dry skin and premature lines. These special elements bring to your skin certain valuable benefits of Sunshine...the benefits of Certified Vitamin D.

No wonder Colonial Dames All-Purpose Cream is so effective in promoting younger appearing, more beautiful complexions! No wonder beauty-wise women everywhere acclaim it as one of the truly great beauty discoveries of the 20th Century!

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"It penetrates the skin..." LONDON

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"Continued use of Activated Creams highly recommended..." RUHR

Head Make-up Artist—Hollywood Film Studio—says "Colonial Dames Vitamin D All-Purpose Cream is, frankly, astounding...The effect of this cream is remarkable...It would appear that you have found a real solution to complexion problems..."

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HOW IT WORKS

Many skins are deficient in Vitamin D after maturity due to lack of ergosterol...It is then that lines and other skin blemishes begin to appear.

Science has now discovered how to create Vitamin D in ergosterol, in the laboratory, which closely resembles the Vitamin D in the rosy cheeks of children. This Vitamin D is added to Colonial Dames All-Purpose Cream and may be readily absorbed by the skin to correct complexion defects due to Vitamin D deficiency.

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(Left) The new, wider brim turned up in back, emphasizing the gracefulness of Leighton's exclusive Gondola crown.

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(Right) A new crown shaped like the letter S for Smartness. Wider brim.

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Tailored by
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THE WOMAN'S HATTER

QUESTIONS

(Continued from page 148) Lack of good works is now merely bad business; it doesn't sound the same. It's not the same.

As society has (what it calls) progressed through the ages, moralists have always progressed with it, principally by shouting accurately every so often, "Look out, bottomless pits ahead, keep your eyes on the high stars!" Certainly our eyes to-day aren't on any silly stars, though what our moralists complain of as pitfalls anyhow, we'd probably agree to, if we ever had time to put our minds on them. For our minds are what count and are overused in this decade, not our emotions, morals, or feelings at which we have patently become deficient. Even an immoralist who took the trouble to peruse the private correspondence and public books of intellectual London and Paris in the great eighteenth century, could honestly prove that our twentieth-century American fashionable intelligentzia is at a bright brainy creative pitch not seen since that of the fashionable Parisian intellectuals which later led to the French Revolution. Oh, we think fast enough these days. But we're slow to feel. In fact, many Americans in a medley of classes, don't feel anything at all. This is proved by their casually doing things which ought to be done as terribly important, if done at all.

WAR AFTERMATH

As an example, take (if you'll pardon our pointing) what Moses referred to as coveting your neighbour's wife, maid, ox, etc., and vice versa. (It's perhaps less chic to write than to talk about this topic.) When Gustave Flaubert wrote his famously infamous novel, *Madame Bovary*, the plot made clear that adultery was socially expensive; that it bankrupted the reputation of the lady, at any rate; and that she emerged, ruined, but as one who had heroically, honestly, if unwillingly, paid to the last penny. (The inference that paying had almost been worth it to sentimental silly Emma was purely by the way.) Since the War, the bargain price of adultery at home and abroad, in general circles, is largely admitted. Inexpensive infidelity is on the movie screen, it's in books, it's on the stage because it's in run-of-the-mill life. The guns of 1914-18 blew up considerably more than foreign villages; they shattered domestic values on our side of the Atlantic. It would be dishonest not to say that some of what was blown up is no loss, is a good riddance of rhetorical legal rubbish. It also wouldn't be fair, especially if one thinks so, not to say that a lot of people to-day are being unfaithful who clearly have no talent for it—people to whom love-affairs are posterously unbecoming, people who cheapen a special dramatic and often dangerous human relation by counting it as a mere nothing, people to whom a *rendez-vous* is apparently about as intoxicating and effervescent as a glass of soda-pop or a petty love-potion. Adultery used to be the highest purchase price for passion; it's now a remnant sale.

No one wants to be alone nowadays—alone with an invisible crowd of private and (Continued on page 150)

Ocean Suits

ANSWER THE
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Candy yellow... sail blue
... lacquer red... Arcadian
green... and a whole fleet of
other brave shades! See them
in Jacquard knits, chenilles,
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BURNING QUESTIONS

(Continued from page 149) public problems to keep you company. Isolated by two oceans, as a race we are becoming increasingly incapable of solitude. Contemplation seems unknown now, except to freaks. It takes courage to encourage silence. No one can say No, which is a lonely word. One says Yes in hope of getting something outside oneself. No is the interior word, Yes is part of the façade phase we're busy building. Milling around together in what we call good company, corporate terms are what we're coming to; indeed, individualism is right now as dead as a dornick. Acrobacy isn't experience, constant conversation isn't information. In crowded rooms, we are hunting for peace as the opposite of existence. Every plan has its reversing clause. Nihilism was once a form of pessimism; optimists now practise it. We're trying to propose to ourselves prophetic questions with probable answers. We're talkative and insecure.

Even age has changed; women of all ages are ten years younger than they used to be, no matter how old they are. Most of them are thirty-five permanently; as an age thirty-five seems to be the modern common denominator. In consequence, there has been a loss in that valuable look of special experience which should differentiate the generations. Old age has extended its radius and lost its radiance. For Nature and relationships can't be

hustled and altered, time has its hierarchy in flesh as it has on the field, there's no more disgrace in autumn than there is in spring, and, to connoisseurs, more grace in melancholy beauty. The absence on our social landscape to-day of grandmothers who look as if they could fill the bill is a historical loss growing children may well resent; children have the right to sample, in the family circle, the three visible orthodox stages of human growth—young, middle, and old. In upsetting what used to be the essence of portraiture, we fondly fancy we're monkeying with Nature. For all we've done for her, she still hasn't changed, grown more brief, or become a less serious business. Limousines for ladies have been invented to speed at one hundred miles an hour, but the term of a woman's carrying a child is still a slow serene nine months: despite hospital gadgets, birth remains elaborate with pain. And death remains the antique mystery.

What we have saved from what the United States of America originally aimed at and didn't hesitate to found on courageous men's blood and wise statesmen's ink, is a fetish for freedom, without knowing what it consists of. Liberty is for the mature, if it's for anybody, even if the weak fall cluttering underneath; it was made for the strong. As we look back, time seems to have made for us great American figures. But money is our last hero.

"No use showing
me anything...
that isn't fitted with
Inviz-a-Grips

the smoothest thing
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Inviz-a-grips mean no unsightly garter bulges—no more sitting on garter knobs...and, with the fan-spread pull on the stocking, no more garter runs. Easy to fasten—with a flip of the tip they are on to stay!

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\$1
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The only brassiere with the new, corded support that gently moulds the breasts and gives a youthful contour. Brassieres for all figures, \$1 to \$5. At better stores everywhere.

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A new outline treatment adds graceful, summery charm to the "Biloxi." Made with both* high and moderate heels in White Linen.

The "Biloxi", as well as every pair of Foot Delights, conceals the famous Foot Delight cushion, "magic" secret of lively feet that never tire. Made by the Bancroft Walker Co., Waltham, Mass.

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“Lookit! he’s got
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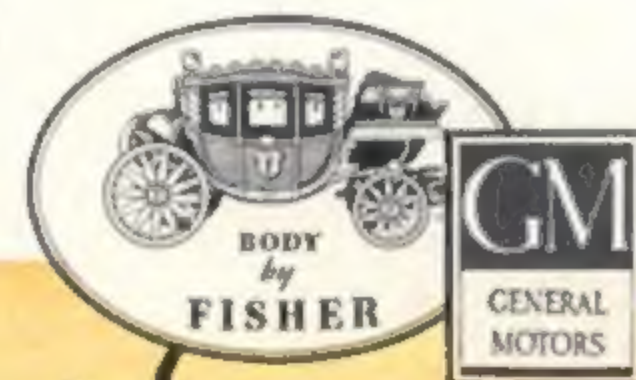


Safer...and More Beautiful!

“The big new car that has everything,” as Oldsmobile is so aptly known, has outward beauty of Body by Fisher repeated within through spacious interiors, faultlessly finished—the underfoot safety of hydraulic brakes matched overhead by “Turret Top”

These two young moderns have made a great discovery which we hope will not be lost on any fond parent who drives a car. Nature herself applies the same principle of protection you enjoy in the one-piece solid steel “Turret Top” Body by Fisher. Fisher chose these arched and crowned contours not only for beauty and grace but because they provide the greatest rigidity, the surest strength,

the most dependable protection. Under this guardian crown of steel, thanks to Fisher No Draft Ventilation, you ride in the deep comfort of a car that’s independent of the weather—always draft-free, yet ever amply supplied with fresh air in cold or hot weather. Body by Fisher alone is reason enough for making your next car one by General Motors.



THE MARK OF THE MODERN CAR

ONE-PIECE SOLID STEEL “TURRET TOP” *Registered **BODY BY**

fisher

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC

Luckies - a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"



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Luckies are less acid! Recent chemical tests show* that other popular brands have an excess of acidity over Lucky Strike of from 53% to 100%

*RESULTS VERIFIED BY INDEPENDENT CHEMICAL LABORATORIES AND RESEARCH GROUPS